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AUSTRALIA HAS GONE MAD FOR THE PINEAPPLE!

PINEAPPLE MANIA SWEEPS AUSTRALIA

It may just be a coincidence but it would seem that the premiere of the hit UK reality series *Pineapple Dance Studios*, screening exclusively **Mondays at 8.30pm on FOX8**, has sparked an outbreak of pineapple fever across the country.

The high camp 14-part series, that takes a fly-on-the-wall observational look at what goes on at one of the world's most famous dance studios now seems to have inspired a whole crop of pineapple-themed instances to occur.

Joe Craggs, from Tropical Pineapples in Yeppoon, central Queensland said: "There's an unusually large, bumper crop of King of Fruit pineapples this winter and they are just as good – sweet and tasty – as any other time of year, if not better."

Recently more and more Australians have been turning to pineapple as an alternative to cold and flu tablets with experts saying one cup of pineapple supplies 100% of the daily recommended intake of Vitamin C.

The extent of pineapple mania appears to have spread to major businesses across the country including Cadbury Australia, which is currently selling a special edition of pineapple- centred chocolate. Have they also been bitten by the pineapple bug?

The Dairy Milk block curiously named 'Tropical Pineapple' is in limited edition throughout Australia and available exclusively at IGA Supermarkets. An un-named IGA worker said: "We are selling out! People can't get enough of the pineapple. It's crazy. It's been so popular, we are hoping for more deliveries next week."

Celebrities are also caught up in the pineapple madness, including Kylie Minogue, Kate Moss and fashionista Victoria Beckham.

Reports out of the UK say Beckham is spending an upcoming holiday finding out more about where the epidemic looks likely to have started. UK newspaper *The Sun* reported: "Victoria Beckham thought that it (*Pineapple Dance Studios*) sounded absolutely hilarious and that it would be the perfect thing to catch up with on her upcoming holiday in St Tropez. Emma Bunton, aka Baby Spice, has been telling her all about it."

To help find a cure for the outbreak people are being urged to return to the possible source, *Pineapple Dance Studios*, every Monday night at 8.30pm only on FOX8.

**Watch PINEAPPLE DANCE STUDIOS at 8.30pm
Only on FOX8 every Monday night**

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