

Why A Pineapple?

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People often ask me why our company logo is a pineapple. Let me share with you a description I found on a postcard about the history of the pineapple and American tradition.

American colonists began importing the pineapple from the Caribbean in the 17th century. Due to its seemingly exotic qualities and rareness, the pineapple soon became a symbol of hospitality in early America.

Because trade routes between America and Caribbean islands were often slow and perilous, it was considered a significant achievement for a host to procure a ripe pineapple for guests. Similarly, some accounts tell of New England sea captains who, upon returning from trade routes in the Caribbean or Pacific, would place a pineapple outside of their homes as a symbol of safe return.

Due to its association with warmth and friendliness, pineapples in America were often used as the “crowning” piece in large displays of food. Today, the pineapple remains a symbol for the hospitality industry, and pineapple-themed products still abound. In Virginia, the pineapple motif means “Welcome!”

Since we build custom homes, I thought it a fitting logo since our greatest desire is to serve our clients and to have them feel welcome in their new homes. As a company, we strive to make the experience of homebuilding warm and friendly.