

# FROOD<sup>®</sup>

The logo features the word 'FROOD' in a bold, black, sans-serif font. The letter 'O' is replaced by a cluster of fresh fruits: a green apple, a red apple, a strawberry, and a raspberry.

## 100% Pure Fruit Bars

Frood is the perfect healthy snack for every occasion, providing a convenient and delicious way to enjoy pure fruit on the go.



- Freeze-dried fruit bars available in four enticing flavours.
- 100% Pure Fruit: no artificial colours, flavours or preservatives.
- No added sugars or other additives. And healthy snack option on the go. Compact and easy to pack.
- The freeze-drying method retains up to 95% of the fruits' nutrients.
- First freeze-dried snack that can offer 100% natural mixed fruit flavours.

**54%**

of consumers see snacks as part of their healthy eating plan.





## 100% Pure Fruit Bars

### About Froot

Froot offers a delightful range of freeze-dried fruit bars available in four enticing flavours: Green Apple, Red Apple, Apple Raspberry, and Apple Strawberry. These bars are the perfect healthy snack for every occasion, providing a convenient and delicious way to enjoy pure fruit on the go. With no additives or preservatives, Froot bars cater to health-conscious consumers looking for an easy, portable snack option. As a first mover in the market, Froot revolutionizes fruit consumption by making it simple and enjoyable to savour the goodness of fruit anytime, anywhere.

### Product Information

Froot bars are available in four enticing flavours (and more to come):



#### Green Apple

##### Nutritional Information (per bar, 10g)

Energy	34.5 kcal
Fat	0.13 g
saturated fat	0.02 g
Carbohydrates	7.00 g
of which sugars	6.02 g
Dietary Fiber	1.82 g
Protein	0.26 g
Salt	0 g



#### Red Apple

##### Nutritional Information (per bar, 10g)

Energy	35.5 kcal
Fat	0.14 g
saturated fat	0.02 g
Carbohydrates	7.49 g
of which sugars	7.07 g
Dietary Fiber	1.43 g
Protein	0.29 g
Salt	0 g



#### Apple Raspberry

##### Nutritional Information (per bar, 10g)

Energy	35.4 kcal
Fat	0.17 g
saturated fat	0.02 g
Carbohydrates	7.22 g
of which sugars	7.20 g
Dietary Fiber	1.61 g
Protein	0.35 g
Salt	0 g



#### Apple Strawberry

##### Nutritional Information (per bar, 10g)

Energy	34.4 kcal
Fat	0.14 g
saturated fat	0.02 g
Carbohydrates	7.42 g
of which sugars	7.23 g
Dietary Fiber	1.57 g
Protein	0.34 g
Salt	0 g



## 100% Pure Fruit Bars

### Key Selling Points

- **100% Pure Fruit**

- Frood bars are made with 100% fruit
- and no added ingredients.



- ● ● **Healthy and Convenient**

Easy-to-eat handheld bars make it simple to enjoy a healthy snack on the go.

- ● ● **Nutrient-Rich**

Our freeze-drying method retains up to 95% of the fruits' nutrients.

- ● ● **Local and Fresh**

Produced in Serbia with fresh fruit sourced from local farms, supporting the regional economy.

- ● ● **Innovative First Mover**

Leading the market with a unique freeze-dried fruit bar, offering more variety and convenience compared to traditional bagged freeze-dried fruits.



## 100% Pure Fruit Bars

### Target Consumer Group

Frood bars are designed for health-conscious individuals who lead busy, active lifestyles and seek convenient, nutritious snacking options. Our target consumers include:



#### **Fitness Enthusiasts**

Those who need a quick, healthy snack to fuel their workouts or recovery.

#### **Busy Professionals**

Individuals looking for easy, on-the-go snacks that fit into their hectic schedules.

#### **Parents and Children**

Health-conscious parents seeking nutritious and mess-free snacks for their children.

#### **Travelers**

People who require portable and non-perishable snacks during travel.

#### **Outdoor Enthusiasts**

Hikers, campers, and adventurers in need of lightweight, nutrient-dense snacks.



## 100% Pure Fruit Bars

### Consumer Challenges Solved by FROOD

#### Convenience

Busy consumers often struggle to find healthy snacks that fit their on-the-go lifestyles. FROOD bars offer a convenient, handheld solution that can be easily packed and consumed anywhere.

#### Health

With increasing awareness of the health impacts of preservatives and additives, consumers seek pure and natural snacks. FROOD bars contain 100% fruit with no additives or preservatives.

#### Nutrient Retention

Many drying methods significantly reduce the nutrient content of fruit. FROOD's freeze-drying method retains up to 95% of the fruit's nutrients, providing a healthier alternative to other dried fruit snacks.

#### Variety

Traditional freeze-dried fruit snacks are often limited to single types of fruit. FROOD offers a variety of mixed fruit flavors, enhancing the snacking experience and catering to different taste preferences.

#### Freshness

Fresh fruit perishes quickly, making it less convenient for long-term storage. FROOD bars provide a longer shelf-life while maintaining fruit quality.

#### Portability

Carrying fresh fruit around can be space-demanding and impractical. FROOD bars are compact and easy to transport, fitting seamlessly into bags or pockets.

#### Mess-Free

On-the-go fresh fruit can be messy, with juices and peels to deal with. FROOD bars eliminate this issue, offering a clean and tidy snacking experience.



## 100% Pure Fruit Bars

### Production and Sourcing

**Origin of Fruit:** Serbia

**Production:** Serbia

**Harvest:** Fresh fruit from local Serbian farms, processed within a few kilometers of the harvesting ground.

### EAN Codes



Green Apple



Red Apple & Raspberry



Red Apple



Red Apple & Strawberry

### Further Information

**RRP:** 1.99€ per bar

**Shelf Life:** 30 months

**Pieces per Pack:** 16 bars per pack

**Pieces / Packs per Carton:** 288 pieces / 18 packs per carton

**Pieces / Cartons per pallet:** 4.608 pieces / 16 cartons per pallet

### Contact Information

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### Social

