



agenda

- about frieda's
- challenges of marketing a specialty crop
- what we look for in a supplier
- dragon fruit – today and tomorrow





introducing frieda's brand bringing inspiration to the table

More than ever, people are open to trying new things. They embrace new experiences and brands that are engaging, honest, and authentic. Innovation and authenticity have always been intrinsic to our brand. After all, our family's been turning people on to new food experiences since 1962. So we're really excited that our brand is now not just a reflection of who we truly are, but positioned to inspire people, to grow the category, and to facilitate aspirations for friends, families, and new food lovers everywhere.

speaking their language

Today's generation wants to be engaged, they want to feel a human connection with brands. Our new brand voice is friendly and smart with a sense of humor that welcomes people in. Approachability is an important aspect, given the unique and sometimes odd look of our products. We want people to feel comfortable about trying something different... in fact, we want them to feel like they are missing out if they don't.

Strong product identification and witty copy engages consumers and promotes shopability

frieda's™ inspire. taste. love.

Purple power to the people!



kraft paper texture adds a farm fresh appeal while bright colors add taste appeal

packaged for success

Our new packaging system is distinctive yet functional, special yet fresh. It's informational without being overwhelming... and it's easy to find and shop. Bright colors add to the taste appeal and freshness while the kraft background adds a natural farm fresh quality. Overall, the package looks unique and special... communicating the promise of a new food experience.

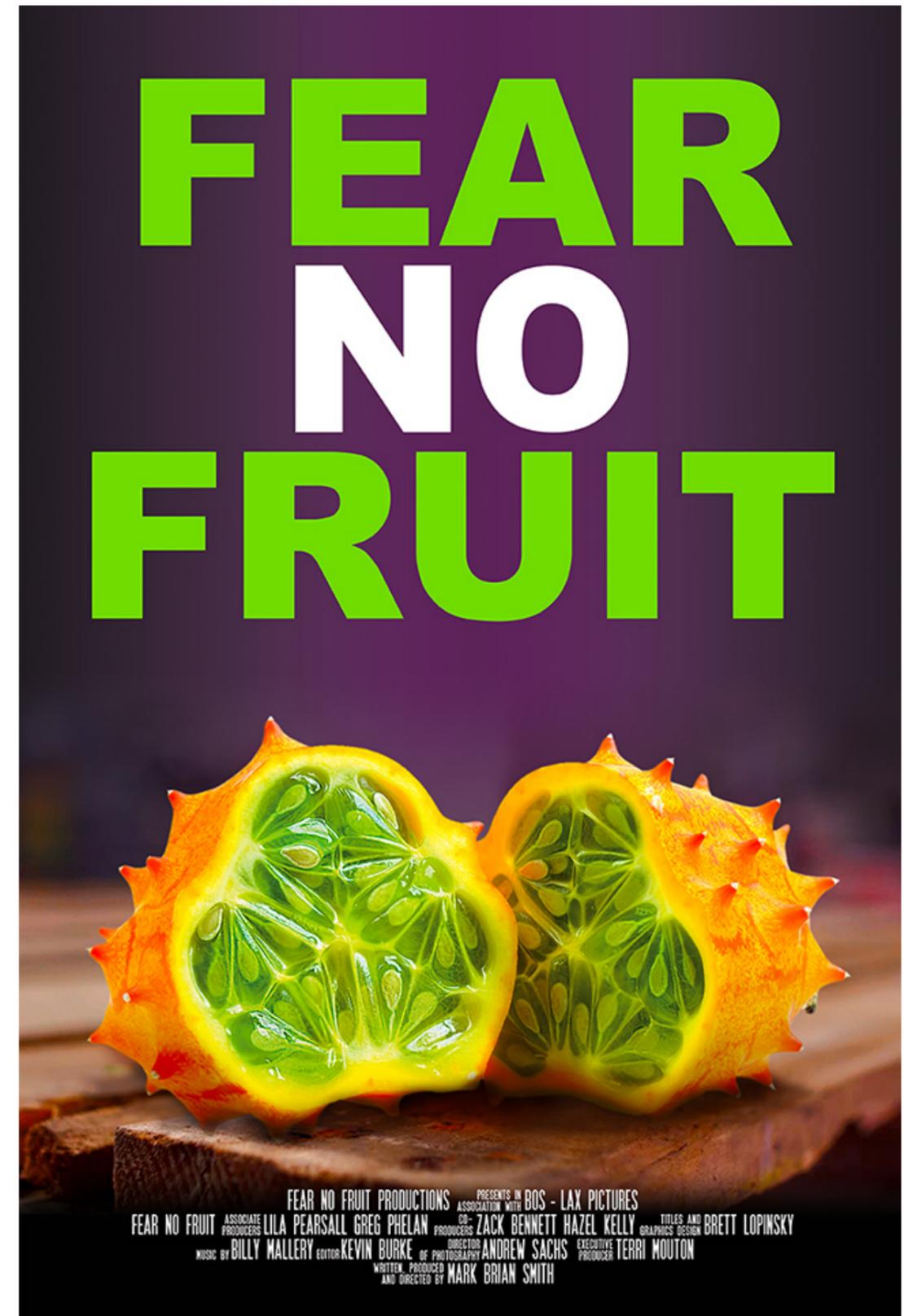


What consumers are saying: "Young and fresh! Very different than standard labeling." "Farmers' market fresh and wholesome." "Eating this will be fun and delicious." "I feel inspired to try new vegetables." "Modern, different, more my style."

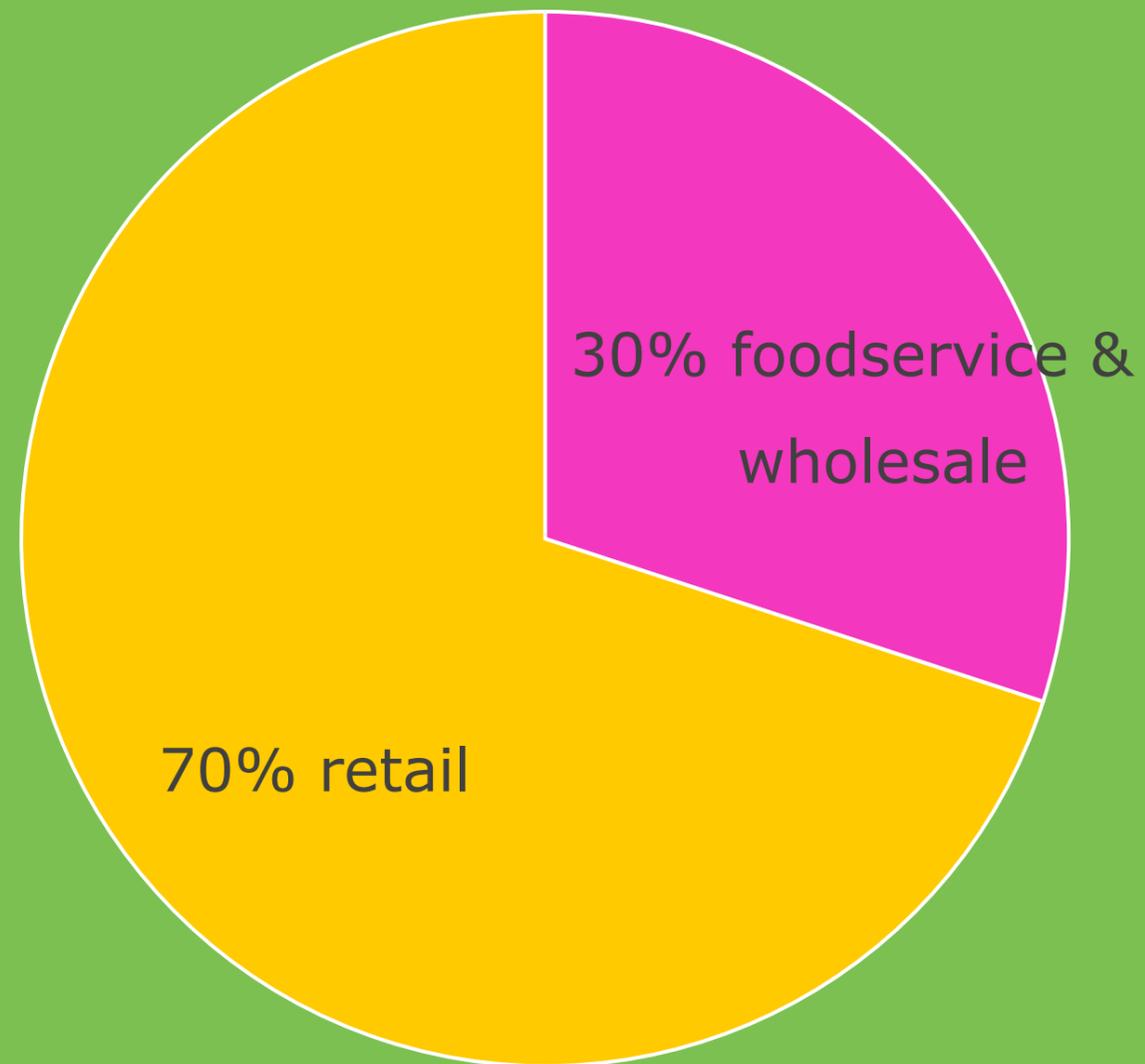
our mission

**inspiring
new food
experiences
for friends,
families &
dragon fruit
lovers
everywhere**

the documentary



distribution



customers across
north america

marketing specialty crops

- kiwifruit: the 18-year “overnight” success story
- supply, supply, supply
- overcoming buyer hurdles
- consumer education
- public relations & promotion



A close-up photograph of two dragon fruit flowers (Selenicereus chamaeceras) growing on a green, segmented cactus stem. The flowers are bright red with yellowish-orange tips on their petals. The background is a soft-focus green, suggesting a lush environment. The text "dragon fruit: the early years" is overlaid in white, sans-serif font on the left side of the image.

dragon fruit: the early years

A wooden crate filled with dragon fruit (pitaya) is the central focus of the image. The dragon fruits are bright pink with green and yellow scales. The crate is made of light-colored wood and sits on a burlap surface. The text "what we look for in a supplier" is overlaid in white, sans-serif font across the middle of the image.

what we look for
in a supplier

#1
understand your
customer's business



#2
participate in
marketing

#3
don't be greedy





#4
harvest dates &
weekly yield estimates

#5 post-harvest handling



#6
labeling &
traceability

#7 food safety & insurance



#8
quality
control

#9 pack size & pricing

#10 variety & flavor



what you should look for in a distributor

- reputation
- distribution
- brand recognition
- longevity



dragon fruit today

- trending: red pitaya smoothie bowls & popularity of tropical fruits
- year-round import supplies & more competitive pricing
- consumer awareness & foodie culture
- dragon fruit is everywhere! CPG (Glade, Febreze, Welch's, etc.)



future of dragon fruit

- a staple in every supermarket
- more competition
- marketing by specific variety (not just generic “dragon fruit”)
- flavor, flavor, flavor
- consistent quality is a must



more information

mary arrañaga landis

grower relations manager

T: 714-733-7639

mary.landis@friedas.com



frieda's
specialty produce

4465

**“there’s a dragon
in this fairy tale.”**

frieda's dragon fruit



available
in your local
produce dept.

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