



# PRESS RELEASE



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## **Fruityfaces Increase Fruit Consumption**

The use of FruityFaces has increased fresh fruit consumption amongst 64% of families, by between 1-4 portions per week.

Paige Allen from FruityFaces says, "We recently conducted a survey with our customers and were pleased to find that FruityFaces have actually increased fruit consumption in children and given them a positive image of eating fruit." Millions of pounds have been spent in education by the government, by fruit and retail industries and by health organisations to raise the awareness about the importance of eating 5-a-day. However, this has not led to any substantial increase in fruit and vegetable consumption.

FruityFaces have been successful because they have put eating 5-a-day into action by creating a practical product to carry fruit in a fun and positive way. Feedback from the survey showed that 96% of children had either a positive or extremely positive reaction to FruityFaces; 94% of children used their FruityFaces to take fruit to school and 84% said that having FruityFaces made eating fruit fun and positive for their children.

This creates a huge opportunity for the fruit industry to boost sales. Le Crunch recently carried out a fruit promotion giving away 3,500 bespoke FruityFaces to children who completed a wordsearch. This was promoted through the Tesco's and Sainsbury's magazines.

Other countries are facing the same issues about needing to increase fruit consumption and FruityFaces is looking to expand into the global market, having already set up a distributor in Australia.

Our aim is for every child to use a FruityFace everyday, attached to their school bag (filled with a piece of fruit).

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**FruityFaces – Press Release**

FruityFaces fun, inflatable fruit cases were launched in June 2006 and have taken the U.K. by storm, with 60,000 units already sold. FruityFaces will be hitting the ASDA superstore fruit section in April.

\*\*\*\*\* End of Press Release \*\*\*\*\*



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