



# HOW TO ENSURE A SUSTAINABLE, QUALITATIVE, TASTY READY TO EAT CATEGORY?





# HOW TO MAKE CONSUMERS HAPPY?



## WHAT IS SOFTRIPE?

- A patented innovation in ripening technology, winner of Silver Innovation Award @ Fruit Logistica
- Intelligent software controls the ripening process in order to ripen the fruit in a stress-free way
- Fruit ripens inside – out which is completely the opposite of traditional ripening
- Special Fruit is the exclusive launching partner in Belgium

## HOW CAN WE TACKLE YOUR CUSTOMER'S COMPLAINTS?

- ✓ A more uniform, ready-to-eat avocado
- ✓ A better shelf life, less waste in the store and at home
- ✓ A better eating experience, a nutty taste



**SOFTRIPE TICKS ALL THESE BOXES**





# WHICH TYPE OF RIPENING BEST SUITS YOUR NEEDS?



RIPENING TECHNOLOGY	No ripening	Standard ripening	Biodegradable coating	Controlled & dynamic atmosphere - Softripe
HOMOGENEITY, RIPENESS	Poor	Good	Good	Excellent
RIPENING TIME	None	6 days	6 days	3 days
SHELF LIFE	Good	Good	Very good	Very good
TASTE	Mediocre	Good	Good	Excellent & nutty
HAPPINESS CUSTOMER	Neutral	Happy	Happy	Overjoyed
WASTE REDUCTION	Low	Low	High	High
ENERGY USE	Lowest	High	High	Low



# COATING VS SOFTRIPE

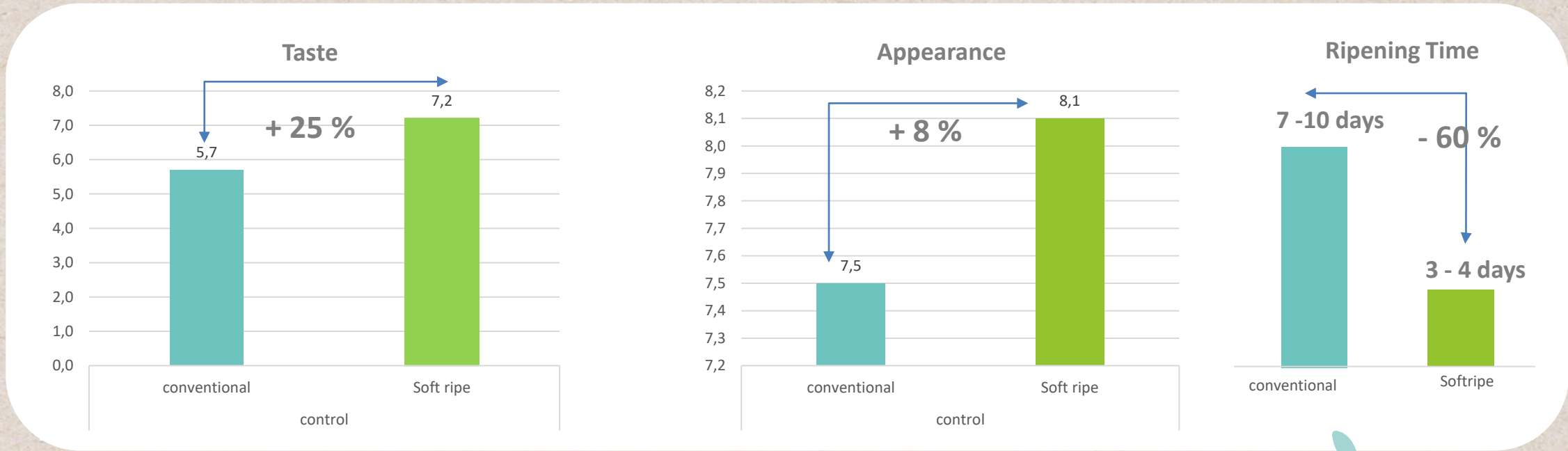


**CONSUMERS PREFER A WELL-RIPENED  
AVOCADO THAT IS FREE OF ADDITIVES  
ABOVE A LONGER SHELF LIFE**





# FACTCHECK: HOW DO TASTE, APPEARANCE, SHELF LIFE EVOLVE?



Source: Belgian consumer panel frequently & blind examined during 2021 / n = 30



# IMAGES SPEAK LOUDER THAN WORDS

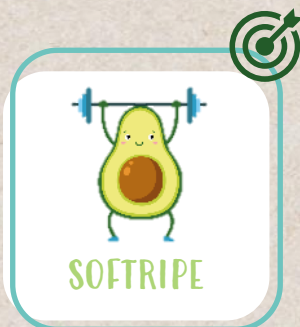


21 DAYS, WITHOUT SOFTRIPE\*

21 DAYS, WITH SOFTRIPE



\*RESULTS OF OUR OWN SHELF LIFE TESTS





SOFTRIPE IS THE **NATURAL WAY** TO BATTLE **FOOD WASTE** BY IMPROVING THE CONSUMER **SATISFACTION**, HENCE INCREASING THE **REPEAT PURCHASE** LEVEL OF THE CATEGORY AND WILL RESULT IN A **BETTER PERFORMING CATEGORY**

