

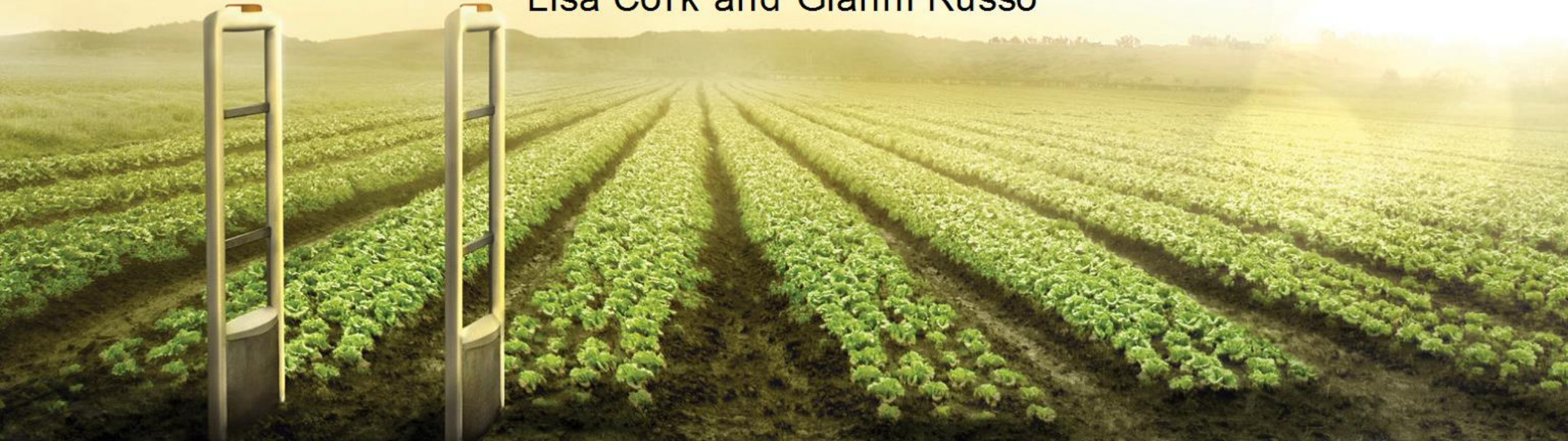


FRESH PRODUCE
MARKETING LTD.

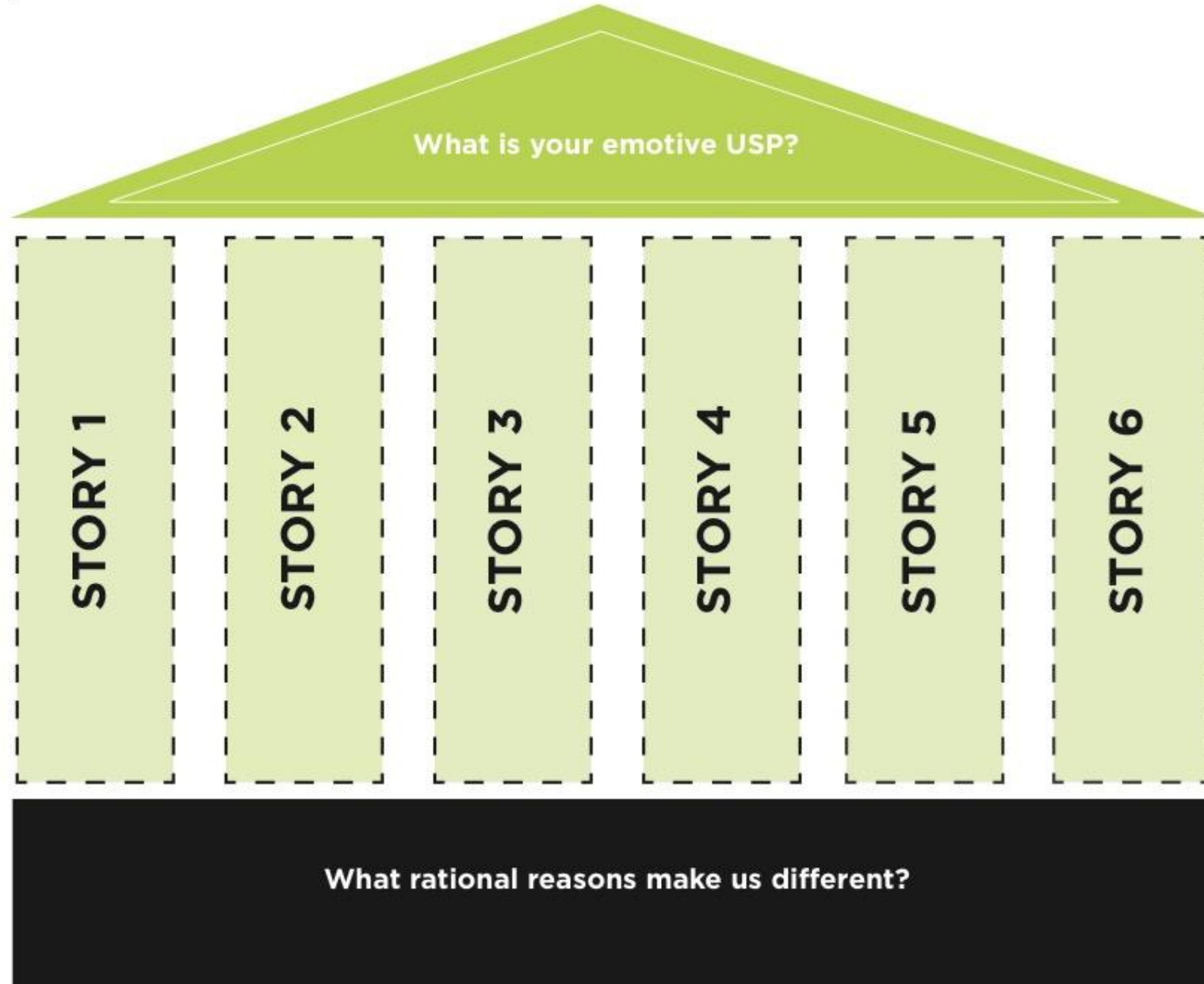
INTRODUCING **THE BRAND TEMPLE**

Connect with consumers in a whole new way

Lisa Cork and Gianni Russo

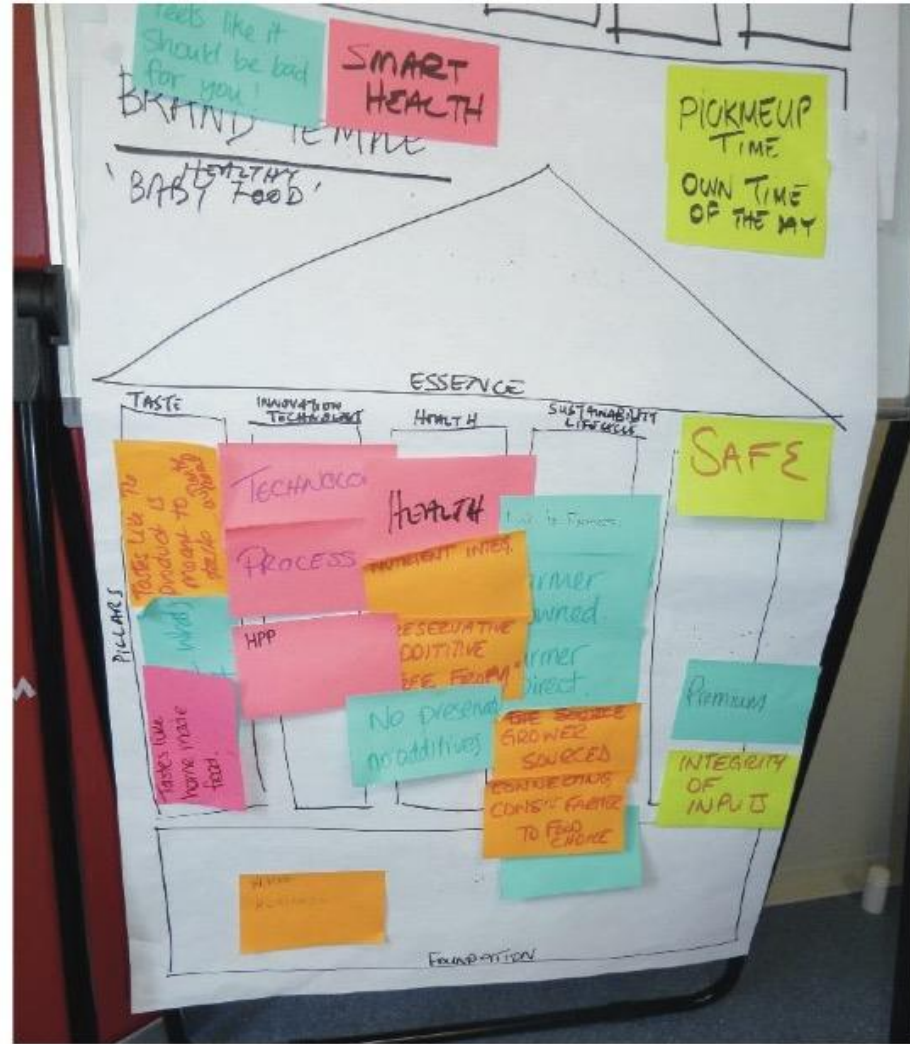


The Brand Temple





FRESH PRODUCE ALLIANCE



OUR BRAND STORY

Nourishing Humanity



BRAND TEMPLE



**WE MAKE
HEALTHY DELICIOUS**

TASTE

**INNOVATIVE
TECHNOLOGY**

**HEALTH/
NUTRIENT INTEGRITY**

SUSTAINABILITY

**SAFETY/
QUALITY ASSURANCE**

RANGE/VARIETY

HERITAGE • HPP TECHNOLOGY • SUSTAINABILITY ECOSYSTEM

ESSENCE

We make
healthy delicious.



FRESH PRODUCE
ALLIANCE

BRAND ARCHITECTURE



**FRESH PRODUCE
ALLIANCE**

WE MAKE HEALTHY DELICIOUS™

NOURISHING HUMANITY.™



'Nature's goodness, kept pure.'
**Born
pure**

TRUU
Truthful Juice

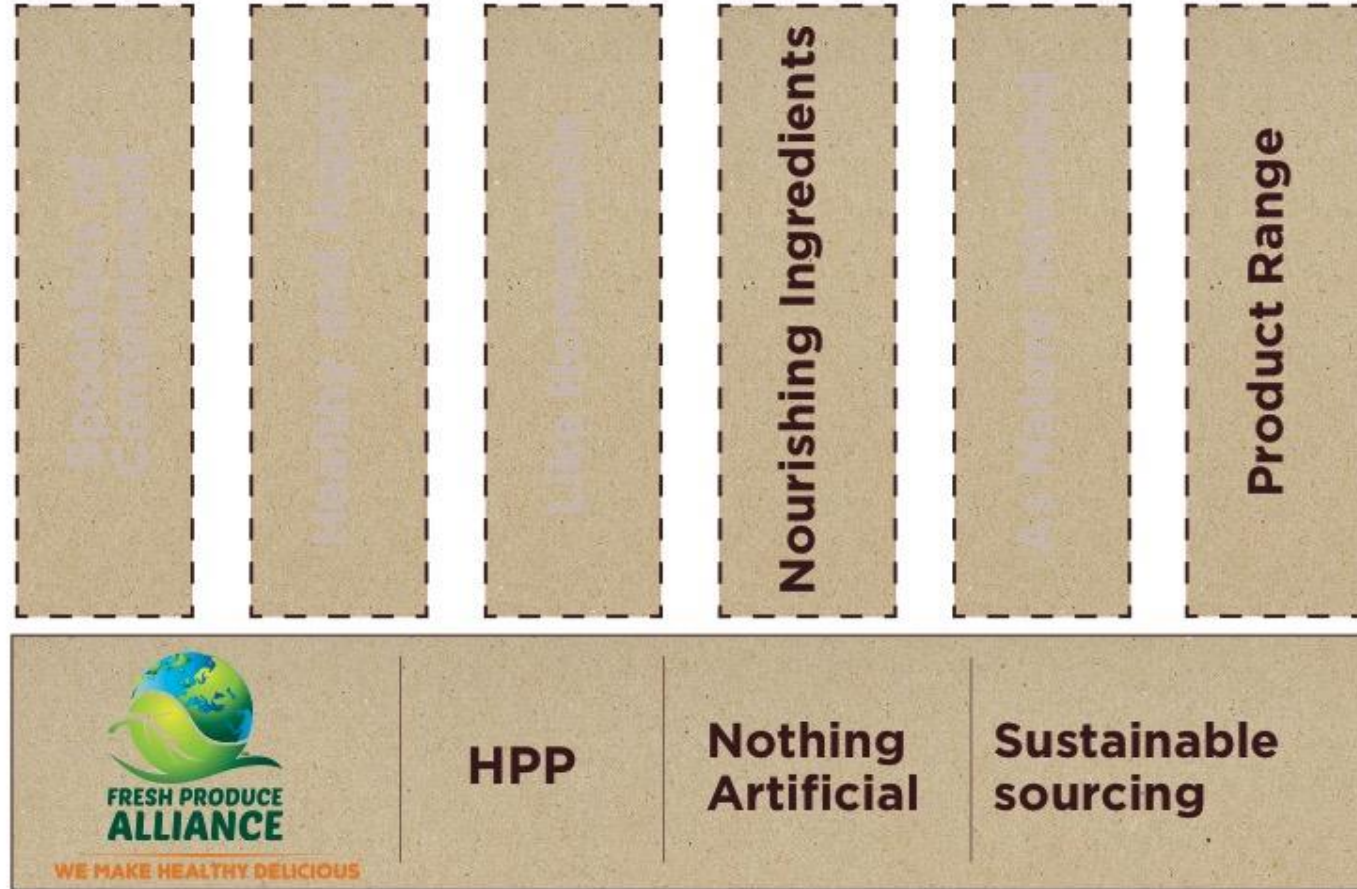
**NEW
PRODUCT
INNOVATION**

**FRESH PRODUCE
MARKETING LTD.**
LISA CORK & GIANNI RUSSO

BRAND TEMPLE

Nature's goodness,
kept pure for your baby.

'Nature's goodness, kept pure.'
**Born
pure™**





HOME

ABOUT

OUR BABY FOODS

FIND A STORE

FANS

GET IN TOUCH



WE'RE TURNING AUSTRALIA'S
BABY FOOD CATEGORY
ON ITS HEAD



FRESH PRODUCE
MARKETING LTD.

LISA CORK & GIANNI RUSSO



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THANK YOU

