



SOLELY: IS ON A MISSION TO MAKE WHOLE, FRESH FOOD ACCESSIBLE TO ALL

LA JOLLA, CALIFORNIA. FEBRUARY 20, 2019 – The company’s founding principle is that food production should return back to the days when simple, uncomplicated, organic ingredients were made readily available to consumers. Solely only sources its ingredients with integrity and through its symbiotic partnerships with farmers. Its created over 700 jobs in addition to a network of Solely Certified Farms that produce clean, non-GMO, organic fruits and vegetables.

The company’s dried fruits are made from ripe and delicious, yet sometimes esthetically imperfect fruit. “We work with our farmers and in our factories to reduce as much food waste as possible,” said Gabriel Sacal, co-founder of the company. “Every part of our processes is designed to be efficient within the boundaries of social and environmental stewardship and responsibility.”

“Solely’s organic, single and two-ingredient fruit jerky and dried fruits are as close to fresh as you can get,” said Simon Sacal, Solely’s CEO. “The fruit is grown on our certified organic farms, where it is picked at the peak of ripeness and flavor. We never add sugar, sulfites, preservatives, or concentrates, making it a deliciously indulgent snack you can feel good about.”

The company’s “clean label” philosophy is evident even in its packaging design, whose “everything up front” policy leaves no room for questionable ingredients. The single-minded purpose, to make clean foods available for all, has fueled Solely’s parent company’s passion to provide fresh, healthy snacks for over a million school kids each day through a government funded programs in Mexico.

As Solely expands, it intends to continue bringing ever better, healthier and more environmentally friendly products to consumers worldwide.

About Solely, Inc.

Solely Inc. is a subsidiary of Mexico City-based Fruitex, SA of Mexico, 700-strong, innovative **clean food** company that is rethinking how food is developed, grown, sourced, processed and sold. Through Solely, Fruitex approaches each point in the product life cycle as a new problem to be solved, creating innovative methods of farming and production that result in revolutionary brands with a tangible difference. Solely is a complete lifestyle concept rather than a single product and has plans to roll out a wide variety of items across multiple categories.

For more information, contact us at press@solely.com.

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