



SOLELY: GROWS THROUGH INSIGHT AND PERSISTENCE

LA JOLLA, CALIFORNIA. FEBRUARY 20, 2019 – When he was just 19 years old, Solely co-founder Simon Sacal started a savory snack business, a potato chip business, using his very own patented process to create a chip that was fat-free but full of flavor, something that did not exist at that time. Soon after, Simon, his father Jacobo and his brothers, Gabriel and Alejandro, launched Fruitex, a company to be focused on plant-based, nutrient-dense foods. Since then, Fruitex has been tirelessly working with farmers, throughout Mexico and Latin America, to transition cultures from conventional to organic, and to create a healthy, plant-forward product innovation pipeline that is laser-focused on emerging consumer tastes and preferences.

Through their drive to make healthy foods more accessible, the Sacals partnered with local governments in Latin America to provide clean and nutritious snacks to children and families throughout the region. In the past several years, they have built and opened three world-class processing facilities, located in close proximity to the fields where raw ingredients are grown, to render transportation more efficient. Those facilities offer living wages to over 700 employees, who have embraced the company's mission, which is consistent with traditional views of cultivation and environmental stewardship. In 2018 Solely, Inc. was launched in the US to bring this incredibly clean and high-quality offering to the US market and beyond.

Solely's mission is to offer consumers clean foods whose ingredients are few, easy to recognize, and up front on the packaging. The company's founders pride themselves on not using added sugars, preservatives or concentrates, which are used, in abundance, in most products available in the market today. They've made their products portable, for today's consumers' active lifestyle, and have been able to retain the full nutritional value of the whole, fresh fruit.

Through its hand-in-hand partnership with farmers, its patented cold-pressing process, and commitment to using only the highest quality, non-GMO organic fruits, Solely has been able to achieve a product that checks all of today's consumer's "boxes", something that until now many companies have claimed to achieve but fallen short on.

The Solely brand, with principles founded on of minimal, clean ingredients, has the potential to stretch beyond fruit into other product segments. While the Sacals' initial focus has been to grow across multiple channels both domestically and internationally, they intend to expand Solely by continuing to leverage its innovative R&D capabilities, superior sourcing and outstanding execution to bring accessible plant-based products to the masses.

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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