



## PLANT-FORWARD “SOLELY:” BLOWS UP AT RETAIL

LA JOLLA, CALIFORNIA. FEBRUARY 20, 2019 – At last year’s Expo West, newly launched Solely Fruit Jerky was enthusiastically received by retailers, distributors and consumers. Buyers were specifically excited about the “clean label” philosophy and commitment to only using a few non-GMO, organic ingredients. “We’ve been amazed at the great reception we’ve received from the food trade...” said Simon Sacal, Solely’s CEO. “Retailers really understand where the market is going, and want to participate in the clean label, plant-forward movement that has exploded in the recent past.”

Solely’s minimalistic and innovative packaging is fun and inviting, with a convenient form factor that generates a strong purchasing impulse from consumers, not only in the snack aisle or checkout stand, but also in the produce or plant-based sections of stores. The high demand from retailers has led Solely to project over 2000 Points of sale in its first 12 months, with expectations to exceed 3,000 points of sale in 2019 through national distribution by UNFI.

Solely, Inc is part of a 700-strong, innovative clean food company that is rethinking how food is developed, grown, source processed and sold. Each point in the product life cycle is approached by its R&D team as a new problem to be solved and leads to innovative methods of farming and production as well as to revolutionary products with a tangible point of difference. “We’ve built the company with scalability in mind” says Simon Sacal, Solely’s CEO “we’re vertically integrated from field to store, which has allowed us to build quality into every step of the process and concentrate on what really makes a business successful: constant improvement in order to exceed customer expectations. We’re also building a data-driven organization that analyses internal and external data to anticipate and better react to market conditions”.

Solely has developed and patented new processing and mixing methods that help retain the nutrients and flavors of whole ingredients, without having to add fillers or flavorings. As its products are compact, lightweight and can be transported at ambient temperature, their carbon footprint is minimized. The company’s current products are made from ripe and delicious, yet sometimes esthetically imperfect fruit. “We work with our farmers and in our factories to reduce food waste as much as possible,” said Gabriel Sacal, co-founder of the company. “each piece is chosen for its flavor, nutrient quality and ripeness, we don’t throw away product that is not esthetically perfect because we know nature allows for imperfections. We gently process our fruit in our own drying facilities, for a naturally sweet flavor in each bite. Our unique process allows for each bite to taste as succulent and flavorful as a fresh, ripe fruit without all the added sugars and preservatives of most products in the market.”

Solely’s progressive, plant-forward philosophy has resulted in a line that is vegan, kosher, Non-GMO and USDA organic. As such, it’s been able to offer healthy, plant based, nutrient-dense snacks to millions of children in Latin America —over 1 million each day— while being gentle to the environment. It uses fully traceable manufacturing processes that exceed GFSI standards in its three world-class facilities.

By all measures, the company has been built, from the ground up, for success in today's hyper-competitive marketplace, while catering to the needs of emerging consumer groups that are more demanding of good quality as well as of ingredient and corporate transparency than ever.

**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.

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