



“SOLELY BRINGS CUTTING-EDGE PRODUCT INNOVATION TO THE PLANT-BASED SNACK SEGMENT”

LA JOLLA, CALIFORNIA. FEBRUARY 20, 2019 – Solely uses a patented cold-pressing process to transform fresh, organic produce into a tasty, all natural, single portion, jerky snack. The tasting experience is that of biting into a fresh fruit in texture, aroma and taste. Each strip is one whole fruit (1/2 of a fruit in the case of the pineapple flavor), without any added sugars, concentrates, sulfites or other hidden ingredients.

The company’s progressive, plant-forward philosophy has resulted in a line that is vegan, kosher, Non-GMO and USDA organic, amazingly innovative by most standards, and very exciting to consumers, as related by one of the company’s brand ambassadors after a recent sampling session at a store in Texas:

“The oldest customer today was 96 years old. She drove herself there! She wasn’t quite sure about “tasting fruit on a stick” she said. She slowly made her way across the sampling plate. She looked up and said “honey, the pineapple tastes and smells just like a freshly cut pineapple! I never thought someone would come up with this. I’m so glad I got to taste it in my lifetime.” She said, “can I hug you?” I came around the table and she kissed me on both cheeks and patted my hand. Then she asked, “can I buy a whole box of pineapple?”-

The company’s first line extension, dried fruits, is nearly as astonishing from a flavor and experience perspective, as its first line, and the products don’t contain added sugar, flavors or sulfites. 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 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 and slowly dry our fruit in our own processing 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.”

In staying true to its core belief that food production should be sustainable, the company has strategically placed its world-class processing facilities close to its fields. Similarly, its innovative packaging design is minimalistic and meant to offer a long shelf life while minimizing the products’ carbon footprint.

Solely’s R&D team has been working intensively to creating exciting new fruit jerky flavors just in time for Expo West, with more products to follow throughout the remainder of 2019.

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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