

Greenyard boosts its pure-plant product range with the acquisition of Gigi Gelato. A deliciously guilt-free gelato, 100% powered by nature.

Sint-Katelijne-Waver, Belgium, 23 May 2023

Greenyard, a global market leader in fresh, frozen and prepared fruit and vegetables, expands its pure-plant product range with the acquisition of the Dutch - Italian start-up Gigi Gelato. A game-changing brand that pairs fruit and vegetables in innovative ways, to create a healthy alternative to the traditionally indulgent gelato. Gigi Gelato offers a pure-plant food experience, with no dairy, additives, or artificial aromas. Based on the latest trends in food pairing, it surprises consumers with delicious, creamy sorbet-like texture and flavours. Gigi Gelato successfully launched three different flavours, selling in different countries in Europe, and was looking for a partner to grow. With the acquisition by Greenyard, it will have access to a much wider market within the frozen category as of the Summer 2023.

A commercial springboard

Greenyard's acquisition of Gigi Gelato is a perfect match, as both companies share the same vision for healthy, convenient products that are purely powered by plants. Greenyard aims to use its close and integrated relationships with Europe's leading retailers and Foodservice partners to serve as a commercial springboard for this new product category within frozen fruits and vegetables. The team that founded Gigi Gelato will remain on board to support the product's commercial strategy and innovation process.

"This is an important step in our journey to market innovative and convenient products that stimulate the consumption of fruit and vegetables. By expanding our frozen product range, we can now provide broader market availability for this revolutionary pure-plant product innovation. With the support of the original founders and our inhouse expertise, we are confident Gigi Gelato will be a formidable contender for the ice cream industry," says Kobe Vanhaecke, Greenyard Frozen Belgium's Commercial Director.

Healthy, tasty, and a genuine gamechanger within the frozen snack category

By bringing healthy, accessible, and convenient products to the market, Greenyard aims to increase the overall fruit and vegetable consumption. This is an integral part of the company's ambition to improve life for people and planet. Gigi, a gelato which is a pure-plant product, entirely fits within that ambition. It provides an answer to today's consumer search for healthier alternatives in indulgence products, like ice-cream.

Moreover, the unique combination of fruit and vegetables, based on the latest trends in food pairing, makes for deliciously surprising, tasty flavour combinations. Being pure-plant, it can be enjoyed without giving consumers the slightest sense of guilt. It genuinely brings the Italian gelato tradition and values to a whole new level. A healthy, vegan alternative with the authentic creamy sorbet-like palate.

Three surprising flavour combinations are currently available:

- Strawberry, blueberry and beetroot
- Mango, passion fruit and fennel
- Ginger, orange and carrot

Each of the flavours are currently sold in packs of three lollies, each weighing 70 grams.

for a healthier future

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About Greenyard

Greenyard (Euronext Brussels: GREEN) is a global market leader in fresh, frozen and prepared fruit and vegetables, flowers and plants. Counting Europe's leading retailers amongst its customer base, Greenyard offers efficient and sustainable solutions to customers and suppliers through best-in-class products, market leading innovation, operational excellence and outstanding service.

Its vision is to make lives healthier by helping people enjoy fruit and vegetables at any moment, easy, fast and pleasurable, while fostering nature. With around 8 500 employees operating in 19 countries worldwide, Greenyard identifies its people, and customer and supplier relationships, as the key assets which enable it to deliver goods and services worth around € 4,4 billion per annum.

www.greenyard.group

About Gigi Gelato

Gigi Gelato stands out for its unique qualities: 100% vegan, made from fruits and vegetables, no artificial flavours or additives. It tends to specific dietary needs, being gluten and lactose-free, and is low in fat but high in fiber.

www.gigi-gelato.com
