



Edible Arrangements Company Overview

Edible Arrangements® specializes in creating delicious fruit designs filled with fresh strawberries, pineapple, grapes, oranges, cantaloupe, honeydew, bananas and pears. Arrangements are guaranteed fresh and are available in a variety of styles and sizes. They are perfect for any occasion from happy birthday, thank you, congratulations and sympathy to business events, client gifts and employee appreciation. Each arrangement is made to order and can be customized with a jar of all natural fudge and a special occasion mylar balloon. All ingredients are natural, no preservatives or sweeteners are used.

The Edible Arrangements concept was launched in East Haven, Conn. in 1999. The company began franchising in 2001 in Massachusetts with additional stores quickly following in Connecticut, Georgia and New Jersey. Edible Arrangements is currently growing internationally, with stores throughout United States, Canada, Puerto Rico, United Kingdom and U.A.E.

In 2006 Edible Arrangements launched Frutation®, a new concept that will take fresh fruit products to the next level. Frutation is an all natural fruit station with a product collection that targets consumers who want a fresh and delicious treat on the go. The menu includes a variety of items such as Fruithy® (fresh fruit smoothies), fresh juices, fruit salads, Frusala® (spiced fruit salads), fruit sundaes, and chocolate dipped fruit. The concept provides a unique and healthy option and is built upon the reputation of Edible Arrangements which is known for product quality, novelty and excellent service.

Edible Arrangements continues to expand nationwide and invites qualified prospects to join their franchise system. Edible Arrangements franchise owners participate in a business that involves three of America's fastest growing industries (fresh fruit, specialty foods and gift giving), and have the advantage of accessing a custom designed business system. The Edible Arrangements support team assists in all aspects of their business from site selection to comprehensive training in the corporate office and at the local store locations.

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