



PRESS PACK





WHO WE ARE



At Foodiverse, we are much more than food company.

We are a multinational organisation, experts in preparing fresh and healthy foods, created to revolutionise the market through a wide range of ground-breaking, balanced, and trendy products, all designed and prepared to be enjoyed any time of the day, anywhere you go.

OUR ESSENCE



MISSION

At Foodiverse, we want to revolutionise healthy eating. To that end, our mission is not only to help our consumers maintain a balanced diet, but also help them do it in an easy, appetising, and trendy manner, allowing them to enjoy their food any day, any time, anywhere.



VISION

We want to be the go-to company for consumers who want fresh and healthy products throughout every stage of their lives, creating longterm value for shareholders, workers, and collaborators, and generating a positive impact on our environment.



SHARED VALUES



Innovation



Excellence



Commitment



HOLD Principle



Passion



Efficiency



Honesty

FOODIVERSE IN NUMBERS (2022)



TURNOVER
€350 M



+450 CLIENTS
IN 23 MARKETS



5.8 M
INVESTMENT



1,700
REFERENCES IN OUR
PRODUCT RANGE



GROWTH
+7%



2,400
EMPLOYEES



216 M
FRESH AND READY
UNITS SOLD



96,000
STRAIGHT FROM THE
FIELD TONNES SOLD



15
CROP FARMS

7 PRODUCTION
PLANTS



+70
ORGANIC PRODUCT
REFERENCES



+180
NEW PRODUCTS
IN 2022



+2,400 HECTARES
MANAGED

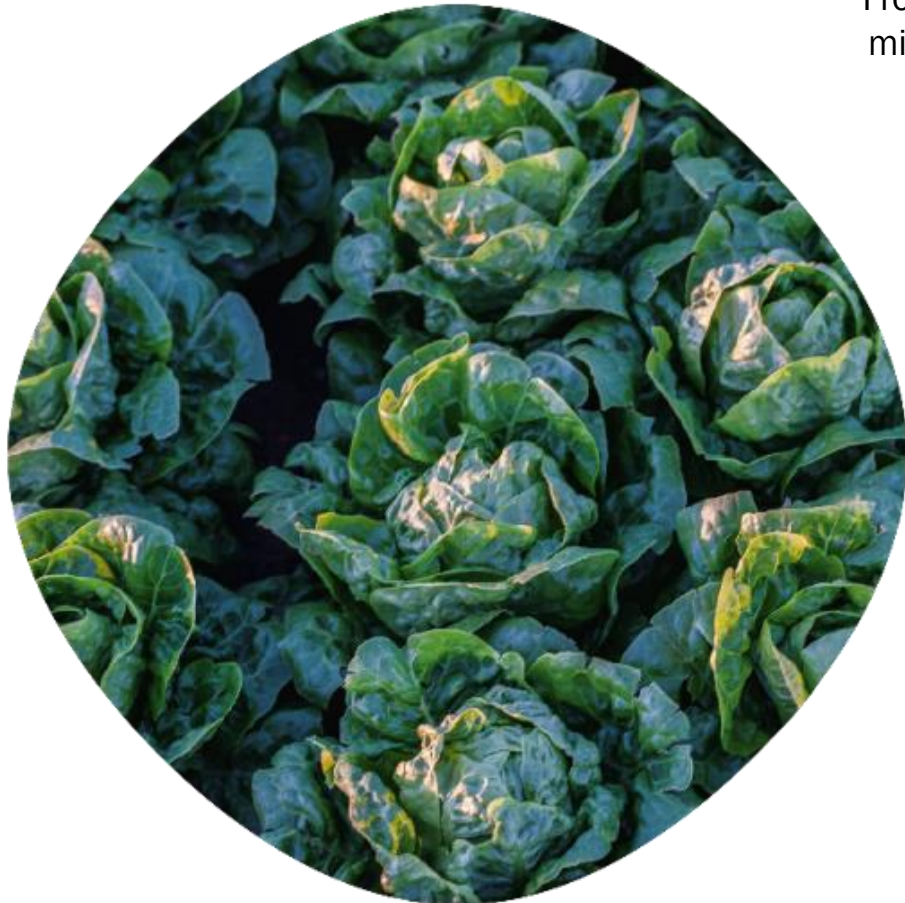


1 SALES AND DISTRIBUTION
COMPANY IN SPAIN

OUR PRODUCTS

FRESH AND READY **(Fresh-cut and fresh convenience)**

Ready to eat, heat, cook, or prepare. From salads and bagged vegetables, bowls, microwavable dishes, fresh-cut fruit, juices, smoothies and vegetable spreads to sandwiches and vegetable wraps...



STRAIGHT FROM **THE FIELDS** **(agricultural range)**

Greens, vegetables, and aromatic herbs straight from the fields, grown traditionally both in open field and in greenhouses.



OUR BRANDS



SUN&VEGS

Natural, fresh, healthy vegetables straight from the fields and practical products for whomever may have little time to cook and wants to enjoy a balanced diet.

BIO SUN&VEGS

Certified organic product line as an extension of our Sun&Vegs brand.



FRESHKIA

We revolutionise the fresh-cut sector with healthy, original, and tasty products that combine nutrition with innovation and sustainability, thus understanding health as a lifestyle based on wellness.

Freshkia BIO

FRESHKIA BIO

Certified organic product line of our Freshkia brand.

OUR SITES

We are producers

Our activity within the food sector covers the entire production chain, from the seed itself all the way to our consumers' tables.

Our industrial plants



+55,000m²
OF INDUSTRIAL FACILITIES

7 PRODUCTION
PLANTS

1 MARKETER AND
DISTRIBUTOR



Nuestros campos



15
FARMLANDS

4 SPANISH
PROVINCES

1 ITALIAN
PROVINCE

+2.400 ha
OF OWN CROPS



OUR HISTORY

Relevant milestones



2000

Verdifresh

Foundation of our leading fresh-cut company in Spain, with the establishment of our first production plant in Ribarroja, Valencia.

2003

Verdifresh Antequera

Given the success of our company, we open a new production plant in Antequera, Málaga, to cover Southern Spain with maximum freshness.

2006

Verdifresh Aranda

We continue expanding our company by opening a new production plant in Aranda de Duero, Burgos, to cover Northern Spain with maximum freshness.

2013

Espace

Foundation of our agricultural company, Espace, through which we grow our own vegetables, at first, mainly spinach and chard.

2014

Agromediterránea

Incorporation of our agricultural company leader in the growth and marketing of vegetables straight from the fields.

2016

5th Range

Creation of our 5th range room in Verdifresh Antequera, to produce topping trays for our salads.

Alimentos de España Awards

Awarded Alimentos de España Prize to the best Agrifood Industry.

2018

Thurländer Salate

Incorporation of the German company leader in salad bowls.

New Glocal strategy

With our first international acquisition, we implement our glocal model: global vision, local management.

2019

Josef Müller Gemüse

Incorporation of the Swiss pioneering and leading company in the fresh-cut sector.

Salad bags in Thurländer Salate

We start the production of salad bags in Thurländer Salate with the creation of new production lines.

2020

Foodiverse

Our new identity reflects our essence and international positioning.

2021

Comfresh

Incorporation of the Spanish marketer and distributor company for fresh produce and fresh convenience, strategically located in Mercamadrid.

Ortoverde

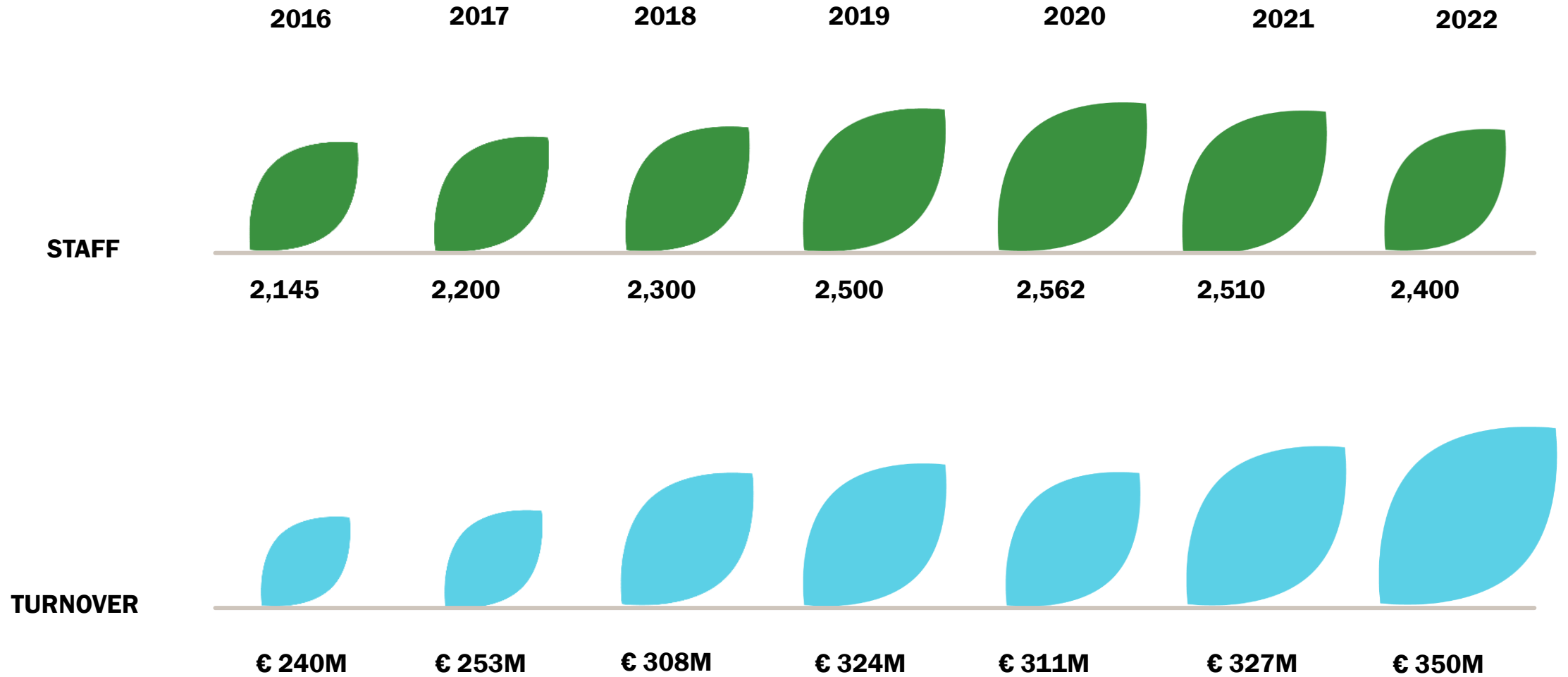
Incorporation of the Italian fresh-cut company Ortoverde.

2023

New strategic partner

Foodiverse welcomes Taylor Farms, American leading producer and marketer of salads and fresh, healthy products, as our new shareholder (40%).

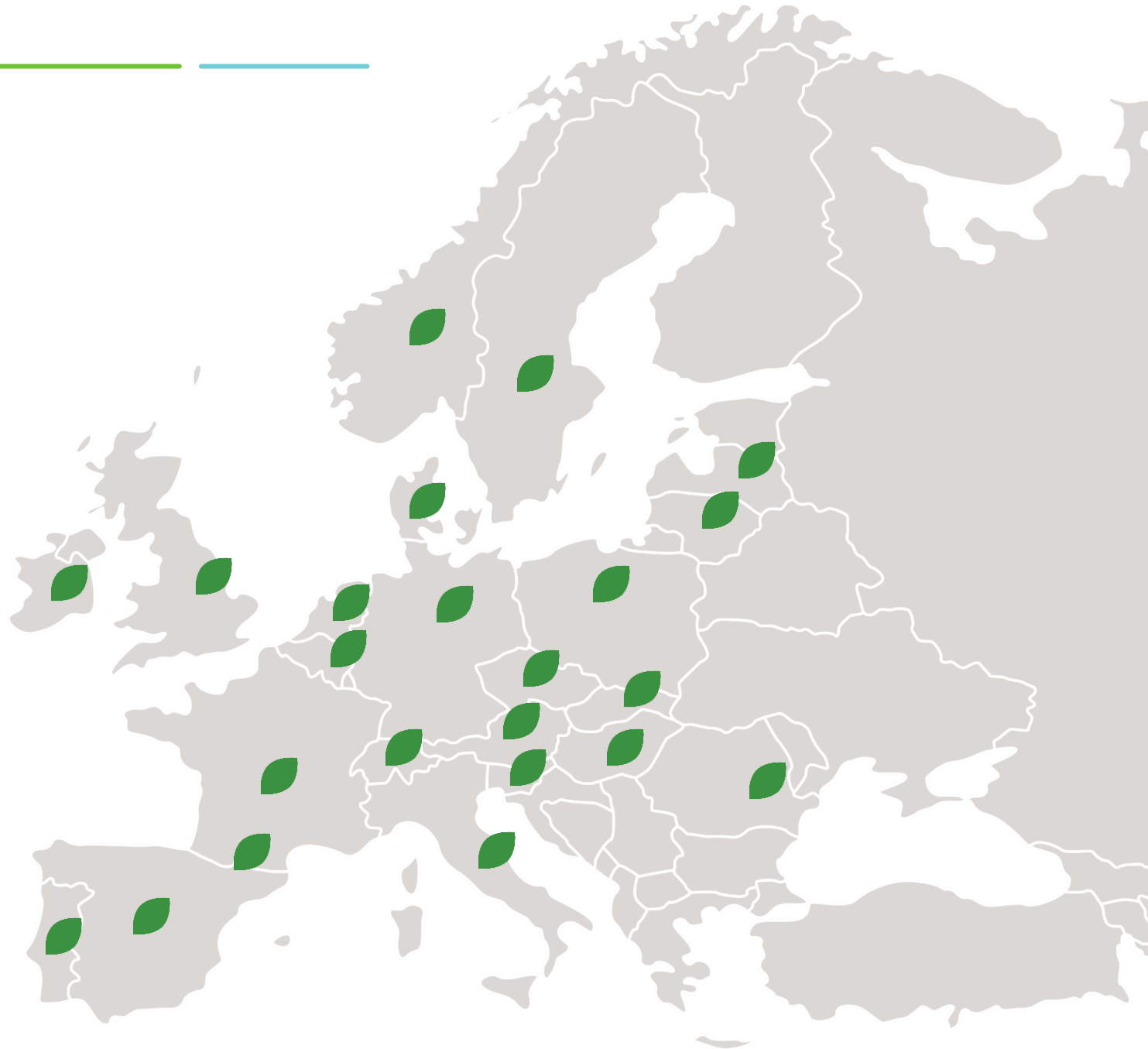
SUSTAINABLE GROWTH



SUSTAINABLE GROWTH

MORE
THAN
450
CLIENTS

IN
23
COUNTRIES



Press room contact

+34 669 45 70 70 | +34 676 70 89 16

communications@foodiverse.com

foodiverse.com



Welcome to the healthy revolution