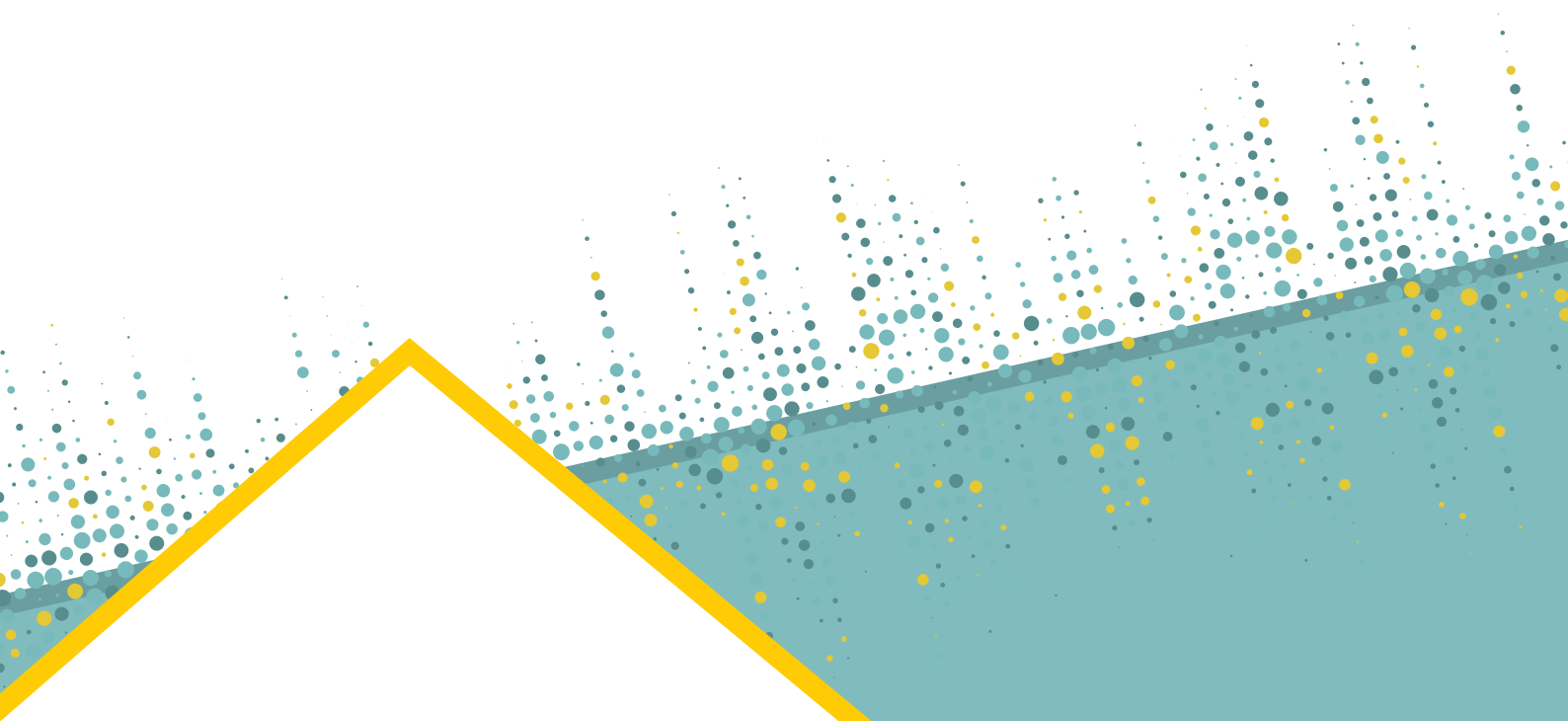


**PRODUCE**  
**PLUS**  
**MEDIA KIT**  
**2026**

[fruitnet.com/produceplus](https://fruitnet.com/produceplus)



# PRODUCE

## PLUS

# READERSHIP

CONTACT

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)



*Produce Plus* is the magazine for fresh fruit and vegetable marketing in Australia and New Zealand.

Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, *Produce Plus* reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and

photo features on all the latest innovations and ideas in the fresh produce market.

*Produce Plus* is published four times a year, in print and online. Breaking news is published on our website daily and our newsletter highlights must-read stories once a month.

**LIAM O'CALLAGHAN**  
EDITOR, PRODUCE PLUS

FRUITNET

GLOBAL COVERAGE

EUROFRUIT

FRESH PRODUCE  
JOURNAL

FRUCHTHANDEL  
MAGAZIN

ASIAFRUIT

EUROFRUIT

ASIAFRUIT

亚洲水果  
ASIAFRUIT

EUROFRUIT

ASIAFRUIT

PRODUCE

PLUS

ASIAFRUIT

PRODUCE

PLUS

INPRINT READERSHIP DATA

Rest of the world

4%

61%  
Australia

35%  
New Zealand



# PRODUCE

## PLUS

# ABOUT US

CONTACT

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)

## Fresh ideas. Fresh insights.

*Produce Plus* is the magazine for fresh fruit and vegetable marketing in Australia and New Zealand.

Distributed quarterly to leading growers, distributors, wholesalers, marketers, importers, retailers and industry groups, *Produce Plus* reaches fresh produce professionals throughout the entire value chain, providing in-depth analysis, information and photo features on all the latest innovations and ideas in the fresh produce market.

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More information at [fruitnet.com/produce-plus](http://fruitnet.com/produce-plus)



## Produce Plus Monthly Newsletter and online news

Follow quality news and information online 24/7 at [fruitnet.com/produceplus](http://fruitnet.com/produceplus), covering the latest updates from Australia and New Zealand's fresh fruit and vegetable industry.

Additionally, the *Produce Plus* monthly newsletter delivers a round-up of the top stories to subscribers inboxes every month. Sign up at: [fruitnet.com/produceplus](http://fruitnet.com/produceplus)



SPONSORED BY

PRESENTED BY

PRODUCE PLUS

INTERNATIONAL FRESH PRODUCE

## Marketer of the Year Award

Presented by *Produce Plus* and IFPA Australia-New Zealand, the Marketer of the Year Award (MOYA) recognises outstanding achievement in the marketing of fresh fruit, vegetables and flowers in Australia and New Zealand.

MOYA is presented at Hort Connections, the annual fresh produce conference and trade show. Visit the MOYA website [HERE](http://www.moya.com.au).

## Nielsen - Produce Plus Top 20

The annual Nielsen-Produce Plus Top 20 supplement analyses the performance of the top fresh fruit and vegetable products in the Australian market. Nielsen Homescan data is used to rank the Top 20 products based on dollar share of total fruit and vegetable sales over a 52 week period.



**HORT CONNECTIONS**

Grow. Connect. Thrive.

## Hort Connections

*Produce Plus* is an official media partner of Hort Connections, Australasia's largest fresh produce trade show and conference. *Produce Plus*' Winter edition is distributed at Hort Connections and previews all you need to know about the event. This is the perfect platform to promote your business to visitors.

INTERNATIONAL  
**FRESH PRODUCE SAFETY**  
*Symposium*

**BQI**  
25

## Event media partnership

*Produce Plus* offers bespoke media partnerships for your fresh fruit and vegetable event. Through a media partnership *Produce Plus* can deliver comprehensive and extended coverage across our channels to promote your events and provide added value to event attendees with magazine distribution.

PRODUCE

PLUS

## IN FIGURES

CONTACT

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)



PRODUCE

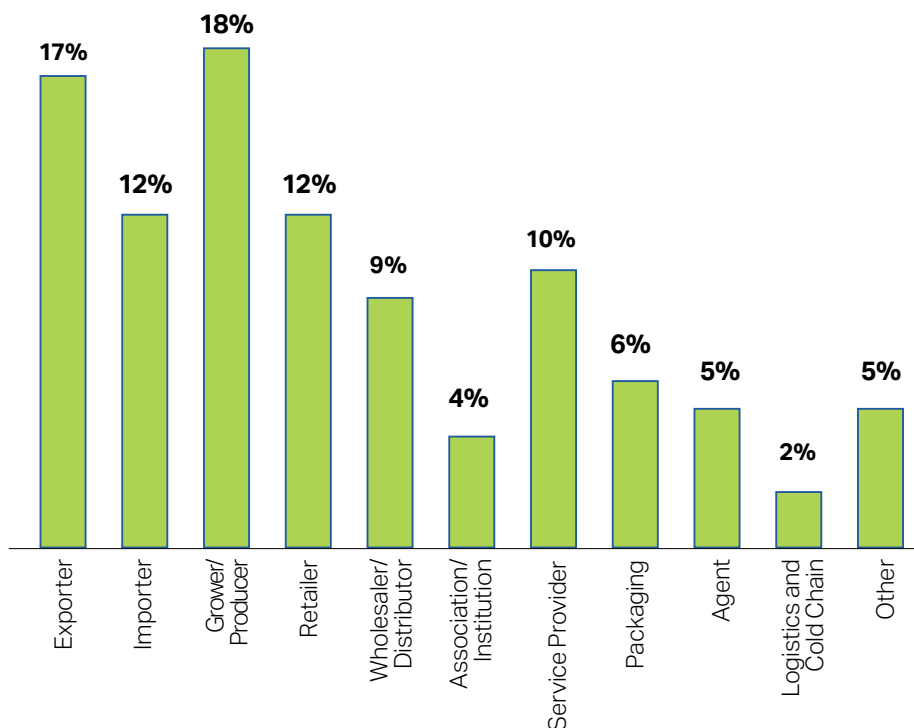
PLUS

74,700  
ANNUAL VISITORS

13,000  
MONTHLY PAGES VISITED

Online data based on 2025 figures. Statistics based on GA4

### READERSHIP BY AREA OF BUSINESS



**PRODUCE**

**PLUS**

# EDITORIAL PROGRAMME

**CONTACT**

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)

## **MARCH**

### **AUTUMN EDITION**

#### **SPECIAL FEATURES**

Technology  
Seeds & Crop Care

#### **PRODUCTS**

Apples & Pears  
Kiwifruit  
Tomatoes  
Capsicums  
Pomegranates  
Beetroot  
Persimmons

**BOOKING DEADLINE**

**6 March 2026**

**EVENT DISTRIBUTION**

**Fresh Produce India**

## **MAY**

### **WINTER EDITION**

#### **SPECIAL FEATURES**

Marketer of the Year Award Finalist Focus  
North American Imports  
Packaging & Grading

#### **PRODUCTS**

Citrus  
Avocados  
Kiwifruit  
Nuts & Dried Fruit

**BOOKING DEADLINE**

**1 May 2026**

**EVENT DISTRIBUTION**

**Hort Connections**  
**International Fresh Produce Safety**  
**Symposium**

## **AUGUST**

### **SPRING EDITION**

#### **SPECIAL FEATURES**

Marketer of the Year Award Winner Spotlight  
Sustainability

#### **PRODUCTS**

Bananas  
Salads & Herbs  
Asparagus  
Avocados  
Mushrooms  
Berries

**BOOKING DEADLINE**

**3 August 2026**

**EVENT DISTRIBUTION**

**Asiafruit Congress & Asia Fruit Logistica**

## **NOVEMBER**

### **SUMMER EDITION**

#### **SPECIAL FEATURES**

Finance & Insurance  
E-commerce  
Protected Cropping  
Food Safety

#### **PRODUCTS**

Stonefruit & Cherries  
Table Grapes  
US & Egyptian Citrus  
Tropical Fruit  
Mangoes  
Potatoes & Hard Produce  
Melons

**BOOKING DEADLINE**

**3 November 2026**

**EVENT DISTRIBUTION**

**Fruit Logistica**

# PRODUCE

## PLUS

# FRUITNET SPECIALS

CONTACT

editorial@fruitnet.com

### MARCH



**FRESH FOCUS**  
BERRY

DISTRIBUTED AT  
•Fruitnet Berry Congress

BOOKING DEADLINE  
9 February 2026

### APRIL



**FRESH FOCUS**  
ITALY

DISTRIBUTED AT  
•Macfrut

BOOKING DEADLINE  
13 March 2026

### JUNE



**FRESH FOCUS**  
PACKAGING & TECHNOLOGY

DISTRIBUTED AT  
•Greentech

BOOKING DEADLINE  
5 May 2026

### JULY



**FRESH FOCUS**  
AVOCADO

DISTRIBUTED AT  
•Fruitnet Tropicals Congress

BOOKING DEADLINE  
11 June 2026

### AUGUST



**FRESH FOCUS**  
APPLE & PEAR

DISTRIBUTED AT  
•Prognosfruit  
•Fruit Attraction  
•Interpoma

BOOKING DEADLINE  
2 July 2026

### OCTOBER



**FRESH FOCUS**  
GRAPE

DISTRIBUTED AT  
•Fruitnet Grape Congress

BOOKING DEADLINE  
21 August 2026

### NOVEMBER



**FRESH FOCUS**  
TOMATO

DISTRIBUTED AT  
•Fruitnet Tomato Congress

BOOKING DEADLINE  
2 October 2026

### NOVEMBER



**FRESH FOCUS**  
CHERRY

DISTRIBUTED AT  
•Fresh Produce India  
•Asia Fruit Logistica

BOOKING DEADLINE  
9 October 2026

### DECEMBER



**FRESH FOCUS**  
CITRUS

DISTRIBUTED AT  
•Fruitnet Citrus Congress

BOOKING DEADLINE  
30 October 2026

### TARGETED DISTRIBUTION

Produce Plus's series of annual *Fresh Focus* specials focuses attention on specific product categories, countries, or themes. These publications offer a valuable opportunity to position your brand as a leader in those specific areas, and to be seen by a targeted audience of industry decision-makers.

Every special edition is available to view on the *Produce Plus* app.



# PRODUCE

## PLUS

# PRINT ADVERTISING

CONTACT

advertising@fruitnet.com

### Premium positions

**Back cover**  
**A\$3,700**

**Inside front cover**  
**A\$3,600**

**Inside back cover**  
**A\$3,070**

**Front section**  
**A\$3,250**

(first 15 pages of magazine)

### Discounts

|   |     |
|---|-----|
| Two or more adverts                         | 10% |
| Four or more adverts                        | 15% |
| (Applied to adverts within 12-month period) |     |

### Agencies

|                         |     |
|-------------------------|-----|
| UK agency commission    | 10% |
| Other agency commission | 15% |

## HOW TO SUPPLY YOUR ARTWORK

Please supply artwork as one of following:

1. Print-ready PDF
2. InDesign or Illustrator CC2025 or earlier:
  - All fonts must be supplied/outlined
  - Images must be **300 DPI in CMYK**
3. Photoshop CC2025 or earlier:
  - Saved as JPG, TIFF or EPS (CMYK only)
  - Minimum 300 DPI

### How to send artwork:

- » To [design@fruitnet.com](mailto:design@fruitnet.com) (max 25MB)
- » Via [WeTransfer.com](https://www.wetransfer.com) (larger files)

## FULL PAGE A\$2,800



— 210mm x 297mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page

## PRODUCE PLUS APP

Your advert will also appear on the Produce Plus app



and online <https://desktop.eurofruitmagazine.com/>

## DOUBLE PAGE SPREAD A\$4,750      HALF PAGE SPREAD A\$2,970



— 420mm x 297mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page



— 420mm x 144mm plus 3mm bleed  
Logos and text must be at least 8mm from edge of page

## HALF PAGE A\$1,610



**Horizontal**  
— 171mm x 127mm

**Horizontal with bleed**  
— 210mm x 143mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page



**Vertical**  
— 71mm x 256mm

**Vertical with bleed**  
— 88mm x 297mm plus 3mm bleed

Logos and text must be at least 8mm from edge of page

## THIRD PAGE A\$1,200



**Horizontal**  
— 171mm x 83mm

**Horizontal with bleed**  
— 210mm x 99mm

Logos and text must be at least 8mm from edge of page



**Vertical**  
— 46mm x 256mm

**Vertical with bleed**  
— 63mm x 297mm

Logos and text must be at least 8mm from edge of page

## QUARTER PAGE A\$935



**Horizontal**  
— 171mm x 61mm

Logos and text must be at least 8mm from edge of page



**Vertical**  
— 71mm x 127mm

Logos and text must be at least 8mm from edge of page

# PRODUCE

## PLUS

# CREATIVE MARKETING

CONTACT

advertising@fruitnet.com

## BOUND-IN BOOKMARK A\$4,310



### Digital Edition

Your advert includes a top banner and a full-page advert

## BELLY WRAP

Standard A\$5,690 Creative A\$5,950



### Digital Edition

Your advert displays as a digital bellywrap

## BOUND-IN CARD A\$4,700

TWO PAGES OF ADVERTISEMENT FRONT AND REVERSE, PRINTED ON THICKER PAPER



### Digital Edition

Your advert displays as two consecutive full-page adverts

## FOLD-OUT COVER A\$5,500

THREE PAGES OF ADVERTISEMENT



### Digital Edition

Your advert displays as three consecutive pages in Digital format

## ADVERTORIALS

Full page A\$2,800



Maximum 350 words and two images plus one logo

Double-page spread A\$4,750



Maximum 700 words and four images plus one logo

\*Advertorial copywriting incurs 25 per cent extra charge. Copy translation incurs 10 per cent extra charge.



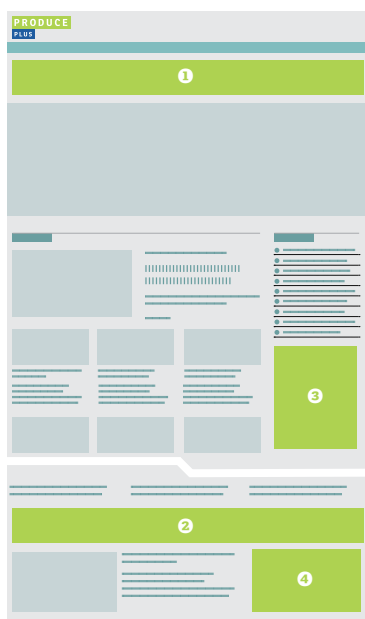
# PRODUCE

## PLUS

# ONLINE ADVERTISING

CONTACT

advertising@fruitnet.com



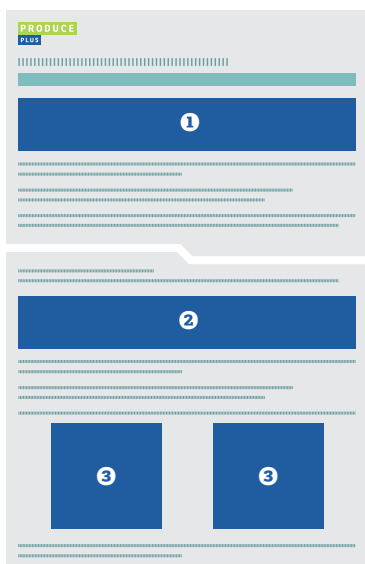
## STANDARD DISPLAY PRODUCEPLUS.COM

| FORMAT                                       | DESKTOP  | MOBILE  | WEEK (A\$) | MONTH (A\$) |
|--|----------|---------|------------|-------------|
| Super banner ①                               | 1180x130 | 370x140 | 675        | 2,700       |
| Central banner ②                             | 1180x130 | 370x140 | 400        | 1,600       |
| Large side banner ③                          | 375x440  | 375x440 | 400        | 1,600       |
| Small side banner ④                          | 375x225  | 375x225 | 300        | 1,200       |
| Video banner                                 | 375x225  | 375x225 | 500        | 2,000       |
| Advertorial – up to 500 words plus 2 images* |          |         |            | 1,100       |

|||||

# +9,000

MONTHLY VISITS



## PRODUCE PLUS NEWSLETTER

| FORMAT                                      | DESKTOP | RATE(A\$) |
|---|---------|-----------|
| Premium banner ①                            | 600x200 | 600       |
| Standard banner ②                           | 600x200 | 470       |
| Central banner ③                            | 240x400 | 400       |
| Advertorial – up to 500 words plus 2 images |         |           |
| Web site and newsletter placement *         |         | 1,300     |

|||||

# 6,000

NEWSLETTER SUBSCRIBERS

\* A\$200 for a video and/or an advertorial of 500+ words.

# FRUITNET

## PODCASTS

**CONTACT**

[editorial@fruitnet.com](mailto:editorial@fruitnet.com)

### THE FRESH IDEAS SHOW

**Starting from €1500**

Every episode of The Fresh Ideas Show dives deep into the trends, technologies, and game-changing strategies that will shape the future of fresh produce. With a global audience of business leaders, retailers, suppliers, and marketers, Fruitnet's new video podcast is a brilliant opportunity for your brand to be seen and heard.

**Targeted message** Connect with decision-makers in the fresh produce business.

**Great company** Align your business with smart, forward-looking conversations.

**Authentic voices** Adverts delivered by our presenters build trust and credibility.

**Multi-channel reach** Benefit from promotion via newsletters and social media.

**Industry support** Help to maintain a vital media platform for the produce business.

More info at <https://www.fruitnet.com/freshideas>



### THE FPJ PODCAST

**Starting from £500**

Every episode of The Fresh Produce Journal Podcast brings you insider analysis, news and views on all the top issues for the UK fresh produce industry. With a UK specific audience of business leaders, retailers, suppliers, and marketers, FPJ's new podcast is a novel opportunity for your brand to be seen and heard within the burgeoning audio digital space.

Each month, host Nina Pullman is joined by one of her FPJ colleagues for a topical, lively conversation about the big stories affecting the business and long-term trends. Plus, expect exclusive interviews with high profile guests and on-the-ground reporting from Fruitnet's team of journalists.

More info at <https://www.fruitnet.com/fresh-produce-journal/podcast>



### FRUITBOX

**Starting from €500**

The world's fresh produce business leaders in conversation with Chris White. Fifteen minutes of one-to-one conversation about business ideas and insights, and much more in the world of fresh fruit and vegetables.

New episodes are uploaded regularly to Fruitnet.com as well as on every major podcast platform including Spotify, Anchor, Soundcloud, etc. and promoted to Chris White's social media followers.

More info at <https://www.fruitnet.com/fruitbox>



# PRODUCE

## PLUS

# RATE CARD

CONTACT

advertising@fruitnet.com

## DISPLAY

| MAGAZINE                 | RATE (A\$) |
|--------------------------|------------|
| Double page spread       | 4,750      |
| Back cover               | 3,700      |
| Inside front cover       | 3,600      |
| Full page in first third | 3,250      |
| Inside back cover        | 3,070      |
| Half page spread         | 2,970      |
| Full page                | 2,800      |
| Half page                | 1,610      |
| Third page               | 1,200      |
| Quarter page             | 935        |

### PRINT MARKETING

|                       |            |
|-----------------------|------------|
| Magazine insert       | 3,000      |
| Full page advertorial | 2,800      |
| DPS advertorial       | 4,750      |
| Belly wrap – standard | 5,690      |
| Belly wrap – to page  | 5,950      |
| Bound-in bookmark     | from 4,310 |
| Bound-in card         | from 4,700 |
| Fold-out cover        | from 5,500 |

Display advertisements appear in our print and digital editions

## DIGITAL

| THE FRESH IDEAS SHOW | RATE (€)   |
|----------------------|------------|
| Title sponsor        | from 5,000 |
| Brand sponsor        | from 3,000 |
| Video advert         | from 1,500 |

### FRUITBOX

|                 |            |
|-----------------|------------|
| Title sponsor   | POA        |
| Episode partner | from 4,950 |
| Episode sponsor | from 3,000 |

| THE FPJ PODCAST  | RATE (GBP) |
|------------------|------------|
| Platinum sponsor | from 2,000 |
| Gold sponsor     | from 1,500 |
| Silver sponsor   | from 1,000 |
| Bronze sponsor   | from 500   |

| WEBSITE           | (A\$) WEEK | MONTH |
|-------------------|------------|-------|
| Super banner      | 675        | 2,700 |
| Central banner    | 400        | 1,600 |
| Large side banner | 400        | 1,600 |
| Small side banner | 300        | 1,200 |
| News sponsor      | 500        | 2,000 |
| Advertorial       |            | 1,100 |

| PRODUCE PLUS NEWSLETTER | RATE (A\$) |
|-------------------------|------------|
| Super banner            | 600        |
| Central banner          | 470        |
| Side banner             | 400        |
| Advertorial             | 1,300      |

### VIDEO CONTENT

|                       |             |
|-----------------------|-------------|
| Microsite sponsor     | from 12,000 |
| plus content, min 3mo |             |
| Video series sponsor  | POA         |
| Video episode sponsor | 5,500       |
| Video banner          | 450 1,800   |
| Fruitnet Presents     | 5,500       |

| AGENCY COMMISSION | %  |
|-------------------|----|
| UK agency         | 10 |
| Other agency      | 15 |

| DISCOUNTS | %  |
|-----------|----|
| 2+        | 5  |
| 4+        | 10 |
| 6+        | 15 |
| 8+        | 20 |
| 10+       | 25 |

# FRUITNET EVENTS

**CONTACT**  
[events@fruitnet.com](mailto:events@fruitnet.com)

**FRUITNET  
BERRY  
CONGRESS**  
19-20 MARCH  
LONDON



**FESTIVAL  
OF FRESH**  
10 JUNE  
CAMBRIDGESHIRE



**ASIAFRUIT  
KNOWLEDGE  
CENTRE**  
2-4 SEPTEMBER  
HONG KONG



**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**



**FRESH  
PRODUCE  
INDIA**  
16-17 APRIL  
MUMBAI

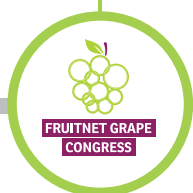


**FRUITNET  
TROPICALS  
CONGRESS**  
JUNE  
SPAIN

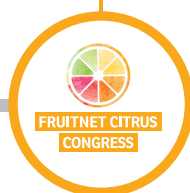


**DEUTSCHER  
OBST & GEMÜSE  
KONGRESS**  
21-22 SEPTEMBER  
DÜSSELDORF

**FRUITNET  
GRAPE  
CONGRESS**  
20-22 OCTOBER  
BARI



**FRUITNET  
CITRUS  
CONGRESS**  
NOVEMBER  
SPAIN



**FRUITNET TOMATO  
CONGRESS**



**FRUITNET  
TOMATO  
CONGRESS**  
NOVEMBER  
SPAIN

Fruitnet Live organises high-quality, content-rich, commercial networking conferences for the fresh produce industry around the globe.

These live events provide the best opportunity to connect with present and future clients, to discover new trade opportunities, and to shape the future of your business.

## ORGANISING EVENTS SINCE 1970

- AMSTERDAM
- BANGKOK
- BANGALORE
- BARCELONA
- BEIJING
- BERLIN
- BIRMINGHAM
- BOGOTÁ
- BUENOS AIRES
- BUDAPEST
- BRUSSELS
- CAIRO

- CAPE TOWN
- CHENGDU
- DELHI
- DUBAI
- DÜSSELDORF
- HAMBURG
- HANGZHOU
- HO CHI MINH CITY
- HYDERABAD
- LIMA
- LONDON
- MALAGA

- MELBOURNE
- MONTEVIDEO
- MUMBAI
- MUNICH
- PARIS
- PUNE
- QINGDAO
- SANTIAGO
- ST PETERSBURG
- VALENCIA
- VENICE
- AND MORE...

**FRUIT  
LOGISTICA**

OFFICIAL COOPERATION PARTNER

**ASIA FRUIT  
LOGISTICA**

**FRUIT LOGISTICA**  
4-6 FEBRUARY 2026 · BERLIN

**ASIA FRUIT LOGISTICA**  
2-4 SEPTEMBER 2026 · HONG KONG



# PRODUCE PLUS

## SUBSCRIPTIONS

CONTACT

[subscriptions@fruitnet.com](mailto:subscriptions@fruitnet.com)



### PRINT & DIGITAL 12 months A\$88

Four print editions of *Produce Plus*

Digital editions: online access included plus *Fresh Focus specials*

Monthly *Produce Plus* newsletter

### DIGITAL 12 months A\$70

Four digital copies of *Produce Plus* Magazine

Digital edition: online access included plus *Fresh Focus specials*

Monthly *Produce Plus* newsletter

### CORPORATE Prices on request

All the benefits of print & digital

Bespoke packages available for your team or company

Volume discount for 3+ subscribers

Personalised account management

### CONTACT

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Download the free Produceplus app!





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# **A whole world of marketing services.**

Advertising. Branding & Design.  
PR & Communications. Social Media & Digital.  
Point of Sale Promotions. Events.  
Trade Shows. Trade Marketing. Trade Missions.  
Consumer Marketing. Consumer Fun.

**And more!**

# **Mint**

**The marketing services agency  
for the fresh produce world**



Raquel Herce  
Managing Director  
[raquel@somosmint.com](mailto:raquel@somosmint.com)



[www.wearemint.com](http://www.wearemint.com)