

WHAT THE FRUIT?

Organic bars

Many times we have been asked: "Doesn't the brand name sound like...?". Yes it does! "WHAT THE FRUIT?" was our response to fruit bars that are illustrated with delicious berry pictures and claim to contain 100% of fruit, but in closer examination the customer would notice that fruit contains mostly raisin or dates. Technically speaking, raisins are fruit too, but why would they name product a blueberry bar if it contain only 2% blueberries and 98% of something else?

"WHAT THE FRUIT" bars are different because they do not contain any cheap ballast ingredients. Semi-dried quality Nordic berries are homogenized with Belgian chocolate and dusted with freeze-dried berry powder, and that's it!

Organic smart snack in 2 sizes:



35 g

Suitable for medium and high retailers, convenience stores or for eating on-the-go.



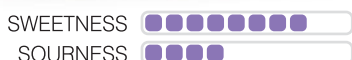
70 g

Suitable as a romantic gift and for gourmet coffee shops.

and 5 flavours:

Raspberry

The mix of different chocolates and raspberry team up in a very seductive way.



Blueberry

Mild taste of blueberries are mixed with medium-dark chocolate to give more neutral taste.



Black Currant & Cherry

The most universal version of smart snack bars where sweet and soft taste of milk chocolate plays in symphony with sourish taste of great fruits.



Cranberry

Bitter chocolate with cranberries group up as a rich taste for not-too-sweet-chocolate lovers.



Strawberry

The sweetness of strawberries is enhanced with white chocolate, which results in a very sweet and creamy experience.



Logistics on EUR pallet

Product	EAN code	Units in DPA	DPA per pallet	Pallet weight, kg	Pallet height, cm
What The Fruit blueberry 70g	4740320000019	18	320	564	132
What The Fruit black currant & cherry 70g	4740320000026	18	320	564	132
What The Fruit cranberry 70g	4740320000033	18	320	564	132
What The Fruit raspberry 70g	4740320000040	18	320	564	132
What The Fruit strawberry 70g	4740320000057	18	320	564	132
What The Fruit blueberry 35g	4740320000064	20	800	680	150
What The Fruit black currant & cherry 35g	4740320000071	20	800	680	150
What The Fruit cranberry 35g	4740320000088	20	800	680	150
What The Fruit raspberry 35g	4740320000040	20	800	680	150
What The Fruit strawberry 35g	4740320000101	20	800	680	150

Shelf ready DPA



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