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SnowFruit by Snowfox surpasses 850 franchise locations across the United States

850 locations have opened over the last 18 months underlining the attractiveness of freshly cut fruit offer to US customers and consumers

SnowFruit continues to welcome new franchisees to the business

SnowFruit is a business within the Snowfox Group, where on-site franchisees cut fresh fruit and vegetables daily for US grocery retailers. The business today announces that it has surpassed 850 franchised kiosk locations across the country.

SnowFruit was founded in February 2022, and has grown rapidly over the last year, underpinned by the relevance of its offer. The Group supports some of the USA's leading grocery retailers in fulfilling increased consumer demand for convenient, healthy and nutritious fruit and vegetable options. Every product in the portfolio is responsibly sourced and freshly cut each day on-site.

The business is successfully operated by franchise partners, and it will target continued growth with the same level of quality products and integrity as its Snowfox Group sister companies, prioritizing sustainability and excellent ingredients.

Franchisees are a valued part of the SnowFruit model. As the business eyes further expansion, SnowFruit continues to welcome franchisee applications – to be part of a growing operation within an attractive market.

Emma Deabill, Vice President of SnowFruit, commented:

“The growth of SnowFruit over the past 18 months is testament to the relevance of our consumer offer, the strength of our customer relationships, and the brilliance of our franchise partners. We are hugely encouraged by the response to our innovative new offer, and our future growth will continue to be built around providing quality and responsibly sourced products, cut freshly each day on-site.

“While we have reached over 850 sites, there is plenty more to go for and we look forward to working with new and existing franchisees and customers as we target further kiosk sites across the US.”

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About SnowFruit

SnowFruit is a brand within the Snowfox Group that provides fresh cut fruit daily by on-site chefs. Every product in the portfolio is responsibly sourced to provide fruit that is refreshingly crisp and flavorful.

SnowFruit seeks to provide refreshingly crisp and flavorful fruit. The business strives to grow its business with the same grab-n-go solutions and integrity as its sister companies, always prioritizing sustainability and quality ingredients.

The Snowfox Group specialises in the preparation of Japanese cuisines, offering a variety of food-to-go products including bento and poke. The Snowfox Group's mission is to create better food for everyone, the Japanese way. The Snowfox Group is well positioned to meet growing consumer demand for high quality healthy food offerings through its versatile business model across three key channels: its Kiosk business, its Sushi Commissaries business, and its Restaurant business. The Group has chef-operated Japanese food kiosks globally, with customers including blue chip grocery retailers.