

We put the fun in healthy

... so kids eat better.

January 2020
PRESS RELEASE

Introducing Freche Freunde

At Freche Freunde life is all about having fun and encouraging the little ones to become the biggest fruit and veg fans. In the words of co-founder Natacha Neumann "We are on a mission to improve the eating habits of future generations". A mission, which Alexander and Natacha Neumann, with their team of 80 cheeky employees, have been driving since 2010. After years of working as managers in the food industry, they decided against climbing the corporate ladder. Instead, they chose to realize their dream by starting a sustainable and value-driven company. This was the moment that the Freche Freunde were born. Freche Freunde stand for yummy organic food that introduces kids to a lifelong friendship with fruit and veg.



How does that work?

With a whole lot of fun, and cheeky characters like Bob Banana and Suzy Strawberry, who are not only the main characters in songs, books and recipes, but are also key product ingredients and images. In a cheeky union Charlie Corn hooks up with Carl Carrot to make crunchy puffs, meanwhile Suzie Strawberry is transformed into crunchy fruit snacks. The Berlin start-up has a range of more than 100 organic products, from squeezable pouches to cereal, which have been distributed to over 12.000 supermarkets and drug stores in Germany and across the world.

Sustainability

As young parents who want only the best for their three children, Alex and Natacha Neumann know how important it is to do responsible business. For this reason, they go beyond their mission to have a positive influence on children's eating habits, and actively work to decrease their environmental footprint. Since March 2016, the start-up is a B Lab certified company and belongs to a group of international businesses aiming to be the best in the world, as well as the best for the world.



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For more information or samples please feel free to contact us any time.

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