

Fresh Choice[®]

YOUR ONE-STOP KITCHENWARE BRAND FOR THE MASS MARKET

Where practical design meets innovative functionality across cookware, bakeware, tools and gadgets, storage and more!



OUR BRAND STORY

Fresh Choice creates **practical, well-designed products** that make everyday life easier.

Starting in the kitchen and expanding throughout the home, **our smart, useful solutions** help people cook, organize, and manage daily routines with **ease** and **enjoyment**.



OUR VISION

Fresh Choice aspires to be the **go to brand for grocery & mass market retailers around the world.**

To be the trusted leader in **innovative**, **smart**, and **reliable** home solutions – empowering businesses and consumers alike to simplify daily living and enjoy life's moments with confidence and ease



OUR BRAND PROMISE

SMART SOLUTIONS

A smart mix of proven, innovative, and insight-led products — backed by strong marketing — to help you win shelf space and margins.

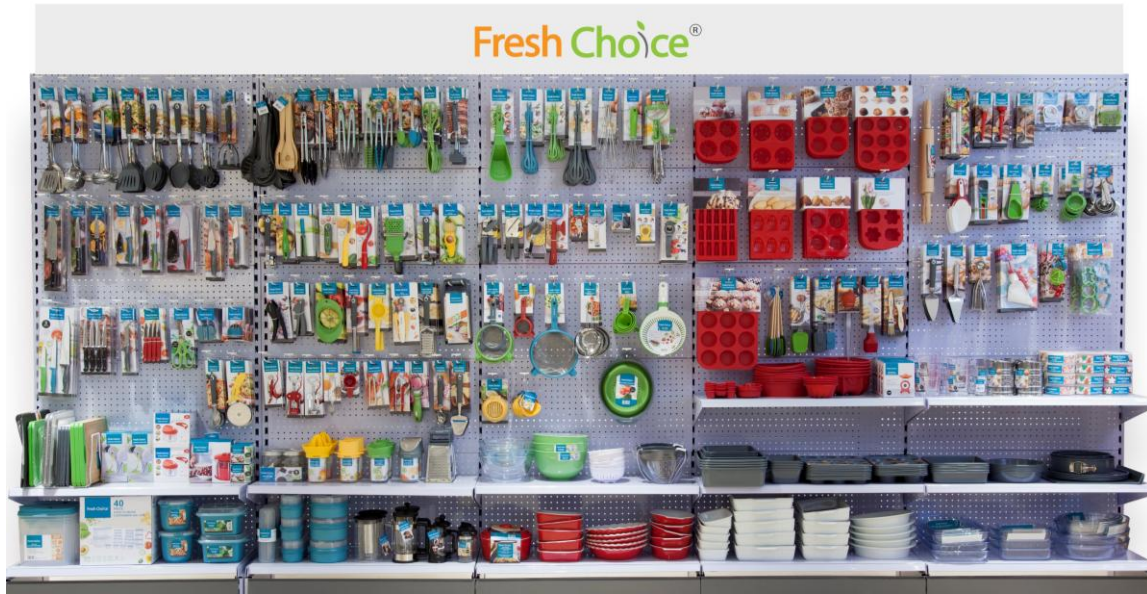
INNOVATION

Flexible, reliable operations that keep shelves stocked, solve challenges fast, and allow Ambassadors to grow with confidence.

PARTNERSHIP THAT LASTS

Enduring partnerships grounded in trust, shared success, and long-term commitment — standing with our Ambassadors today and tomorrow.

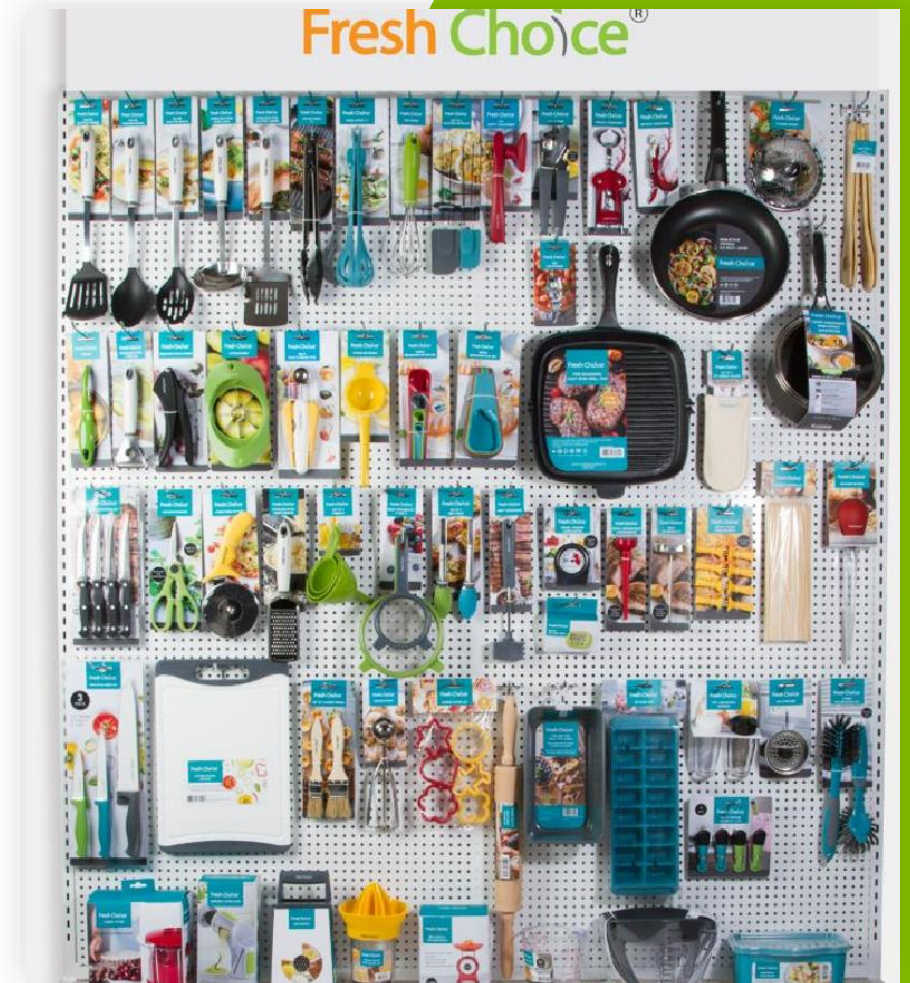
Step into Fresh Choice



Over 500 SKUs ready to go – We build planograms and category management solutions **tailored for you**

Eye-Catching Branding that drives Impulse Purchases

Our branding elevates your category image



PRODUCT CATEGORIES

COOKING ESSENTIALS



Durable pots, pans, and bakeware built to perform

SMART STORAGE



Organize, store, and go with clever solutions

HOME CARE



Clean and care with simple, effective tools

TABLEWARE



Serve, dine, and celebrate everyday

EVERYDAY TOOLS



FRESH CHOICE PLUS

Say hello to a Program that will disrupt the market.

Unique innovations that make any grocery space exciting and filled with value-10% of range is unique



Intellectual Property, Patents and Molds all owned by Fresh Choice.



Full of product with multi-function, space saving and efficient design with the consumer in mind.



QR Codes on packaging link consumers to in store marketing videos for each product.



Constant innovation pipeline with talking points. Next Up? A revolution in storage boxes.



We are designing to service niche consumer needs according to the specific market.



YouTube

Click to view our innovations on YouTube

FRESH CHOICE PLUS

How FRESH CHOICE PLUS Adds Value

A case study of Fresh Choice  in a retailer with 3000+ doors.



A Buyers Dream



Decision



Standard Product

Garlic Wasted
Hard to Press
Makes a Mess

FRESH CHOICE

No Waste & Easy Press
No Garlic Smell
A Delightful Experience

25%

Retail Price Increase

4x

Annual Volume Increase

5x

Cash Generated Increase

How We Support You

OFFLINE

POS Material Development



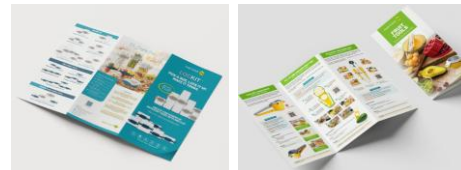
Floor Displays Clip Strips End Caps



CDUs Value Packs

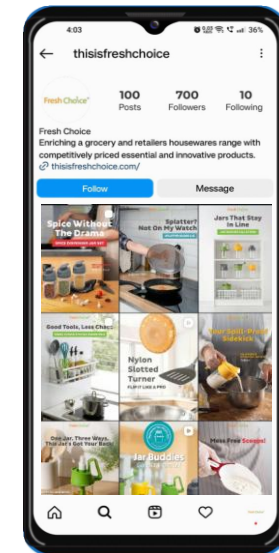
MATERIALS

Digital Library & Leaflet



ONLINE

Social Media support



BECOME OUR DISTRIBUTION AMBASSADOR

We have appointed our distribution partners in Germany, Switzerland, Austria, UAE, Kuwait, South Africa and Malaysia. Our distributors are our Ambassadors.

We seek long term mutual success with our partners. Aligning on a long-term vision and developing a robust plan for the go-to-market strategy is key to getting started.

- Already has an established distribution network in mass retail
- The mindset to develop Fresh Choice as a market leader in their respective geography
- Will buy and stock our MOQs and finance credit terms of retailers

**Make every meal a *fresh,*
delightful, adventure.**



**Partnership
for Success**



Interested to be our Ambassador?

Fresh Choice

Contact us to learn more and arrange a visit
to our showroom

info@abdoolally.com