

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 and 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.



THE PRINCIPLES THAT DRIVE US

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

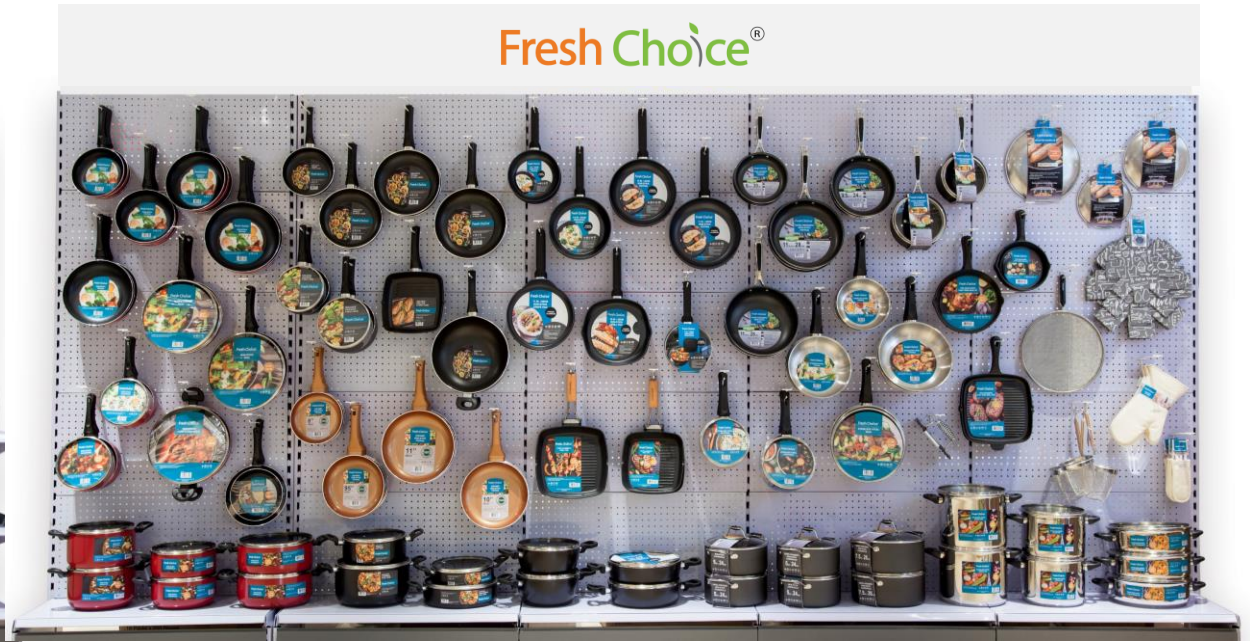
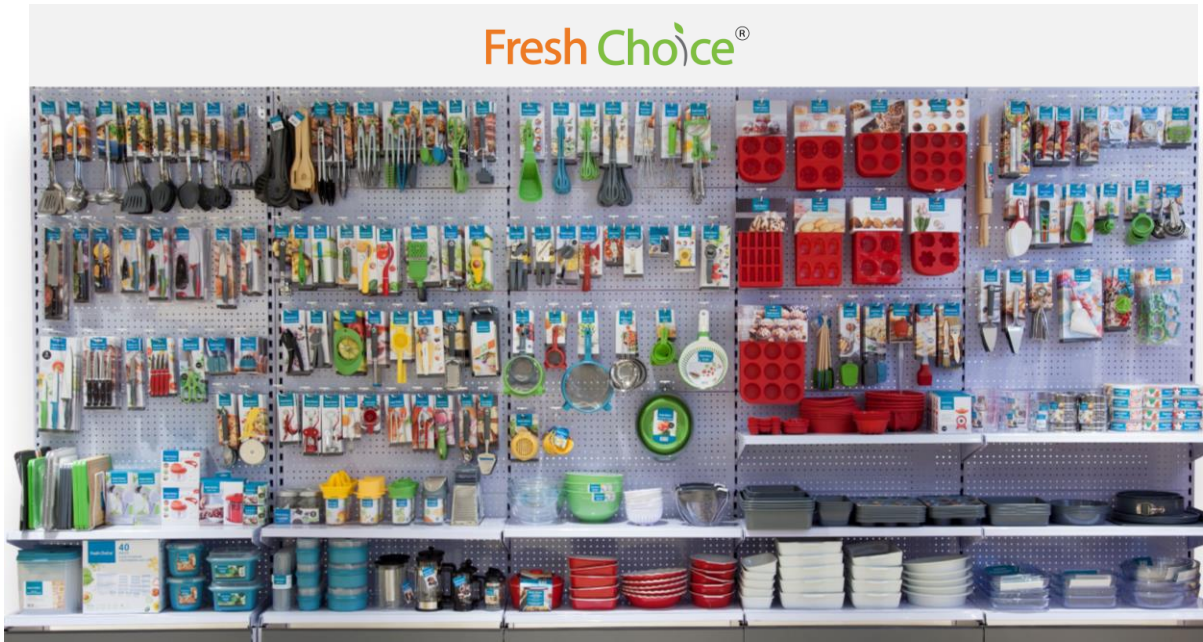
Flexible, reliable operations that keep shelves stocked, solve challenges fast, and allow Ambassadors to grow with confidence.

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



A comprehensive kitchenware category management solution designed to enhance assortment, efficiency, and margin for retail partners globally

 **YouTube** Welcome to Fresh Choice

PRODUCT CATEGORIES



EVERYDAY TOOLS

Smart helpers for your daily kitchen tasks



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

OUR HERO RANGE

FRESH CHOICE PLUS

Smart Innovation for Everyday Living

This innovation-led range represents 10% of the total assortment, bringing excitement and added value to the grocery space.

-  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.



reddot winner



HONG KONG
SMART DESIGN
AWARDS



Click to view our innovations on YouTube

Fresh Choice[®] **Plus**

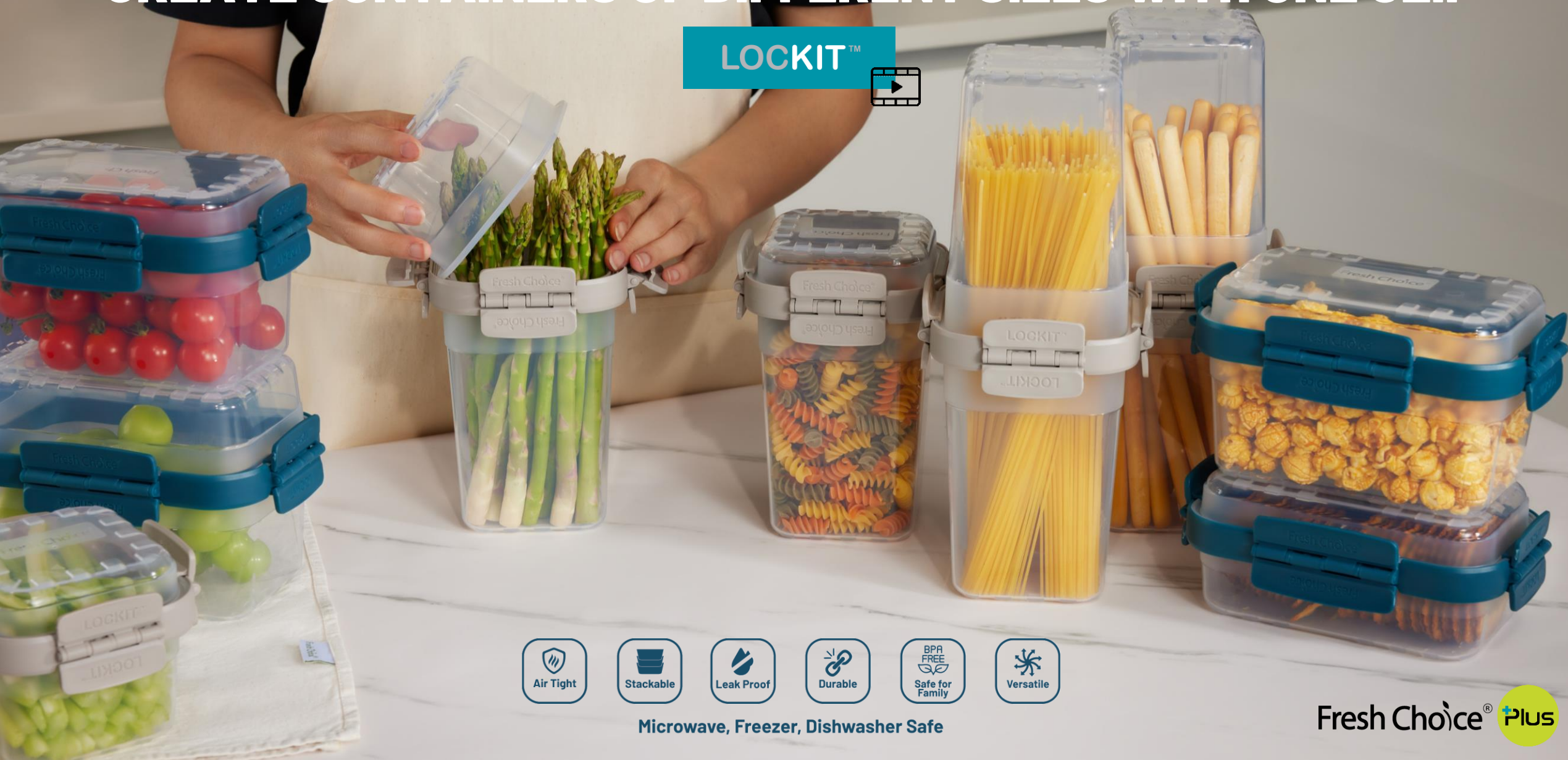
8 FUNCTIONAL LIDS, ONE SMART SYSTEM

JAR BUDDIES



CREATE CONTAINERS OF DIFFERENT SIZES WITH ONE CLIP

LOCKIT™



Air Tight



Stackable



Leak Proof



Durable



BPA FREE
Safe for Family



Versatile

Microwave, Freezer, Dishwasher Safe

Fresh Choice® **Plus**

JAR BUDDIES



SWING SERIES



WHISK TONGS



OPENERS AND GADGETS



EASY PEEL SERIES



COLANDER RANGE



FAT SEPERATOR



FRUIT TOOLS





ULTIMATE LIDS



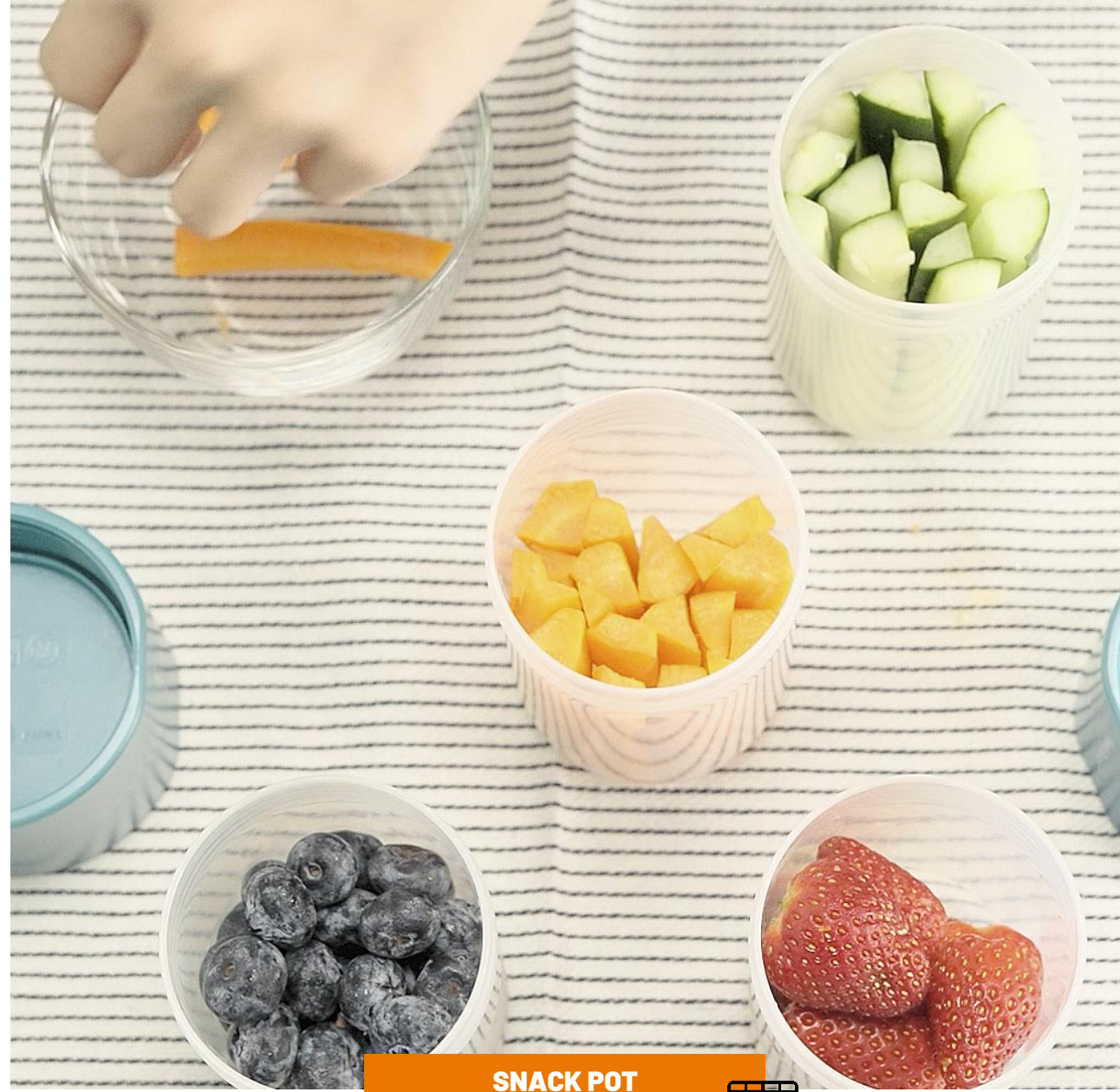
STEAMER BASKET



COOKING
Essentials



LOCKIT



SNACK POT



OUR HERO RANGE

HOW FRESH CHOICE PLUS ADDS VALUE

A case study of Fresh Choice in a retailer with 3,000+ doors



Standard Product

Garlic Wasted
Hard to Press
Makes a Mess

25%

Retail Price Increase

A Buyers Dream



Decision



FRESH CHOICE

No Waste & Easy Press
No Garlic Smell
A Delightful Experience

4x

Annual Volume Increase

5x

Cash Generated Increase

HOW WE GROW THE BUSINESS TOGETHER

An integrated marketing framework built to strengthen brand visibility and commercial results



Shelf Topper / Header Banner

IN-STORE VISUAL MERCHANDISING



Side Panel, Shelf Talker, Wobbler

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IN-STORE VISUAL MERCHANDISING



Gondola End / End Cap



Bunting / Banner



Tent Card

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FLOOR AND SHELF READY DISPLAYS



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MARKETING ASSETS

Lifestyle Photo, Videos, Ecommerce-ready Assets



Buy Me

No Mess, No Waste.
No Smelly Hands!

Peeler
Mandoline

Peel + Shred +
Slice + Grate



Buy Me

Fresh Choice®

Fresh Choice®

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MARKETING ASSETS

Digital And Printable Collaterals And Content

Fresh Choice[®] PLUS

JAR BUDDIES
ONE JAR, ENDLESS POSSIBILITIES

8 FUNCTIONAL LIDS
ONE SMART SYSTEM

MAKE EVERYDAY KITCHEN TASKS EASIER, FASTER, AND MORE ENJOYABLE

SPICE DISPENSER JAR SET
SHAKE, SPRINKLE, SEAL

Keep your favorite spices and seasonings fresh, organized and ready to sprinkle!

Key Benefits:

- 3-in-1 dispensing lid: shake, pour, or measure
- Flip-top lid locks in aroma and freshness
- Compact stackable jar, ideal for organized pantries

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

3-IN-1 OIL DISPENSER JAR SET
POUR, SPRAY, BRUSH

All-in-one oil tool for cooking, grilling, and dressing with ease!

Key Benefits:

- Sprinkler, sprayer, and brush attachments in one
- Precise, mess-free oil application
- 350ml airtight jar keeps oil fresh

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

FOOD MILL JAR SET
FILL, TURN, PURGE

Effortlessly make sauces, jams, or baby food – puree directly into the jar!

Key Benefits:

- Foldable handle for compact storage
- Detachable hopper and lid for easy cleaning
- 350ml jar collects puree directly

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

CITRUS JUICER JAR SET
PRESS, POUR, STORE

Enjoy freshly squeezed juice directly into your mason jar – no spill, no fuss!

Key Benefits:

- Reamer top filters seeds and pulp
- Easy pour spout for mess-free serving
- 350ml BPA-free glass jar with airtight lid

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

CORN STRIPPER JAR SET
TWIST, STRIP, SERVE

Remove corn kernels quickly and cleanly – perfect for salads, soups, and sides!

Key Benefits:

- Fits most corn cobs
- Cuts kernels directly into the jar
- 350ml BPA-free glass jar with airtight lid

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

2-WAY GRATER JAR SET
GRATE, GATHER, STORE

Grate cheese, vegetables, or chocolate directly into the jar – clean prep, easy storage!

Key Benefits:

- Fine and coarse grating blades for versatile grating
- Ergonomic grip handles with safety stop
- 350ml airtight glass jar keeps food fresh

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

SPIRALIZER JAR SET
TWIST, SERVE, GO

Create fresh veggie noodles or fruit spears directly into the jar – perfect for a healthy meal!

Key Benefits:

- Quick spiraling for grab-and-go meals
- Fits wide-mouth mason jars
- 350ml airtight jar for serving and storage

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

ALL-PURPOSE DISPENSER JAR SET
POUR, SERVE, ENJOY

Dispense honey, syrup, dressings, sauces, and beverages – mess-free!

Key Benefits:

- Leak-proof lid for clean serving
- Perfect for sweeteners, sauces, or beer-made beverages
- 300ml airtight jar for storage and serving

Material:

- Lid: BPA-free plastic
- Jar: BPA-free plastic

Care Instructions:

- Dishwasher safe
- Wash lid separately

FRUIT TOOLS

Essential tools for preparing fresh fruit!

Key Benefits:

- Perfect for slicing, dicing, and peeling
- Compact and easy to store

Material:

- BPA-free plastic

Care Instructions:

- Dishwasher safe

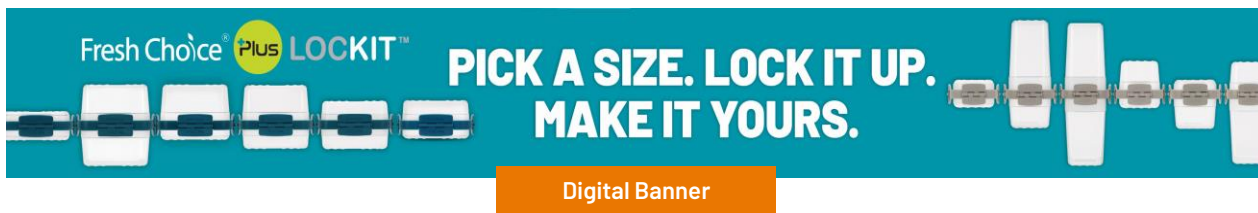
HOW WE GROW THE BUSINESS TOGETHER

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MARKETING ASSETS

Social Media Content and Assets



Fresh Choice[®]

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My Drive > Fresh Choice >

Type People Modified Source

Name

- 01 Fresh Choice Guidelines
- 02 Fresh Choice Lifestyle Marketing Assets
- 03 Cross Category / Brand Level Marketing Assets
- 04 Cooking Essentials Marketing Assets
- 05 Everyday Tools Marketing Assets
- 06 Smart Storage Marketing Assets
- 07 Homecare Marketing Assets
- 08 Tableware Marketing Assets
- 09 Fresh Choice Social Media

DIGITAL RESOURCE LIBRARY ACCESS

Comprehensive product training, learning modules, and ready-to-use marketing materials and brand assets

... > 04 Cooking Essentials ... > 01 Quick Guide to Fresh... >

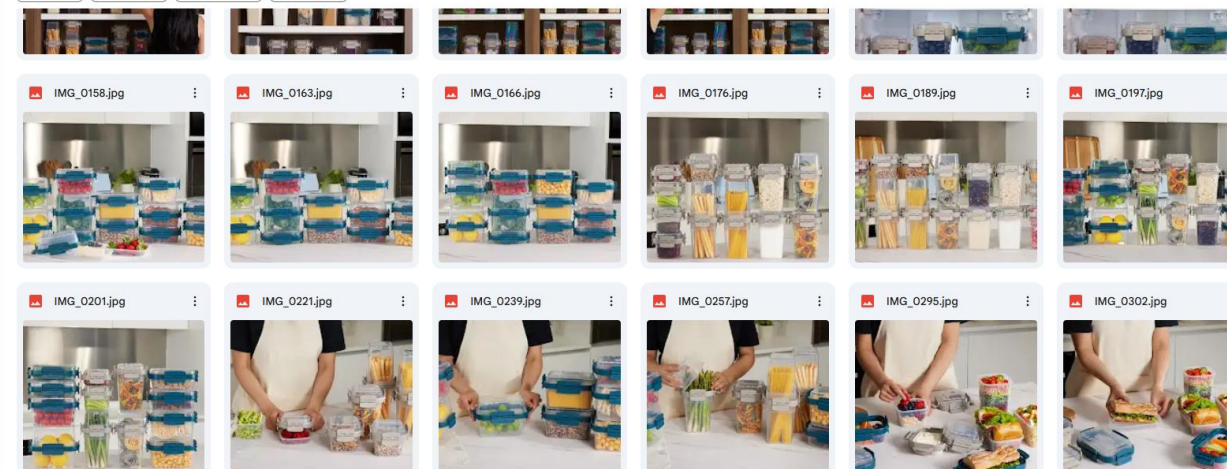
Type People Modified Source

Name

- Quick Guide to Fresh Choice Cooking Essential.pdf
- Quick Guide to Fresh Choice Cooking Essential.pptx

... > Product Pictures - FC+ ... > Lifestyle Pictures - FC+ ... >

Type People Modified Source



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**

Fresh Choice[®]

THANK YOU