



MAKING YOUR DAILY FRUIT HABIT UNFORGETTABLE

- For more than two decades, the World Health Organization has urged daily consumption of five servings of fruits and vegetables for a healthier lifestyle.
- However, despite this recommendation, over 50% of Singaporeans today still don't eat fruits every day*.
- While there are many reasons for this, the top one is that they simply forget to include fruit into their daily routines*.
- To change this behaviour and drawing inspiration from a device with a 190-year history — the pillbox, Zespri has introduced The Fruit Pillbox, a simple yet effective fruit packaging that serves as a daily reminder to eat at least one piece of kiwifruit.
- Crafted from recyclable material and vegetable-based ink, this new visually appealing pack leverages the concept of routine and encourages healthy eating habit-building in an innovative way.
- Also embossed with accessibility features for the visually impaired, The Fruit Pillbox contains seven Zespri SunGold™ Kiwifruit, providing one for each day of the week.

*Online survey, Singapore December 2023, sample 504 respondents.

THE GOODNESS OF THE KIWIFRUIT



Zespri SunGold™ Kiwifruit stands out as a super fruit, delivering essential nutrients crucial for your body's well-being.

Just one kiwifruit meets 100% of your daily Vitamin C needs and offers a boost to your day.



OUR INSPIRATION NUDGE THEORY

The basis of Nudge Theory is to gently push, subtly influence or steer behaviour to encourage positive change in both people and society. Typically, our brains need more subtle, repeated, clear information for any permanent behavioural change to happen, which then forms a habit.

The Fruit Pillbox packaging from Zespri leverages the concept of routine and habit by providing a structured and visually appealing format that literally looks like a pill organiser.

Dividing kiwifruit into daily compartments serves as a practical reminder for integrating them into your routine. This not only makes it easier to get your daily dose of nutrition but also helps establish a daily habit.

With each compartment linked to a day of the week, it's a seamless way to enjoy tasty and nutritious kiwifruit every day!

OUR PURPOSE

To help people, communities, and the environment around the world thrive through the goodness of kiwifruit.



6 billion healthy eating occasions to people around the world



Zespri will be carbon positive by 2035



Our packaging will be 100% recyclable, reusable or compostable



If we use plastic packaging, it will be made from at least 30% recycled plastic

OUR HISTORY, OUR STORY

Zespri International Limited is the world's largest marketer of kiwifruit, selling kiwifruit into more than 59 countries and managing 30% of the global volume. Zespri International is owned by past and current kiwifruit growers.

We work with growers and post-harvest operators to source top-quality Zespri Kiwifruit and supply this kiwifruit through our distribution partners to wholesale markets and retail customers. Zespri's global headquarters are based in Mount Maunganui, New Zealand, in the heart of New Zealand's largest kiwifruit producing region, the Bay of Plenty. Zespri has offices in 21 countries around the world, with its Sales and Marketing headquarters based in Singapore.

