



By Carl Collen

Wednesday 9th May 2018, 9:49 GMT

Del Monte makes Purple Carrot investment



Investment builds on Del Monte's 'commitment to further diversify the company'

Fresh Del Monte Produce has announced today that it has acquired an equity investment in Purple Carrot, a plant-based meal kit provider in the US.

Launched in 2014, Purple Carrot delivers fresh, pre-portioned ingredients nationwide with simple step-by-step guidance for people to cook healthy, plant-based meals at home.

According to Del Monte, the group has built a 'vibrant community among

health-conscious consumers seeking convenient, better for you, better for the environment, 100 per cent plant-based food and beverage offerings'.

"This investment builds on our commitment to seize growth opportunities that will further diversify our business, leverage our distribution network and infrastructure, and get healthful, fresh fruit and vegetable offerings in as many channels as possible," said Mohammad

Abu-Ghazaleh, chairman and CEO of Fresh Del Monte. "Purple Carrot has tremendous growth momentum in the fast-growing plant-based food segment with a well-known brand and an authentic connection with its customers. We believe there will be significant opportunities for our teams to create increased value through product mix and channel expansion."