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Whole Foods honours Frieda's women

Company featured in promotion celebrating women change makers in the produce industry



Frieda's Specialty Produce will once again feature in Whole Foods Market's 'Women Makers Raising the Bar' promotion, celebrating women who inspire and motivate others.

For a second year in a row, the female-founded, female-owned and female-led company will be a focal point in the retailer's produce department.

"We're happy to spotlight Frieda's Specialty Produce, a woman-owned and operated produce company," said Erik Brown, executive leader, procurement at Whole Foods Market. "Frieda's is a supplier that is all heart, caring deeply

about the companies they supply and the shoppers they inspire."

Nationwide, Whole Foods Market will promote a large selection of Frieda's specialty items, including Snow & Honey dragon fruit, jackfruit, mandarinquats, kumquats, pink lemons and much more.

"We are thrilled to be included in this promotion for a second year in a row. In a male-driven industry, our female-first heritage is what lies at the very heart of our company and sets us apart," said Megan Klemz, account manager at Frieda's.

"It is truly amazing to work with an organization like Whole Foods Market who has shared values and seeks to inspire their shoppers every day with new food experiences."

Frieda's was founded in 1962 by Dr Frieda Rapoport Caplan and has since introduced more than 200 unique fruits and vegetables to the US market.

Today, the Orange County, California-based company is owned and operated by Frieda's daughters, Karen Caplan and Jackie Caplan Wiggins.