

City  
Fresh



**THAILAND'S**  
**FRUIT INDUSTRY ISN'T JUST EVOLVING.**





# IT'S BEING REDEFINED AS A CULTURAL AND EMOTIONAL EXPERIENCE







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FRUIT IS NOT JUST FOR HEALTH  
THEY CRAVE WHAT IT REPRESENTS

CITY FRESH  
FRUIT LOVERS' COMMUNITY

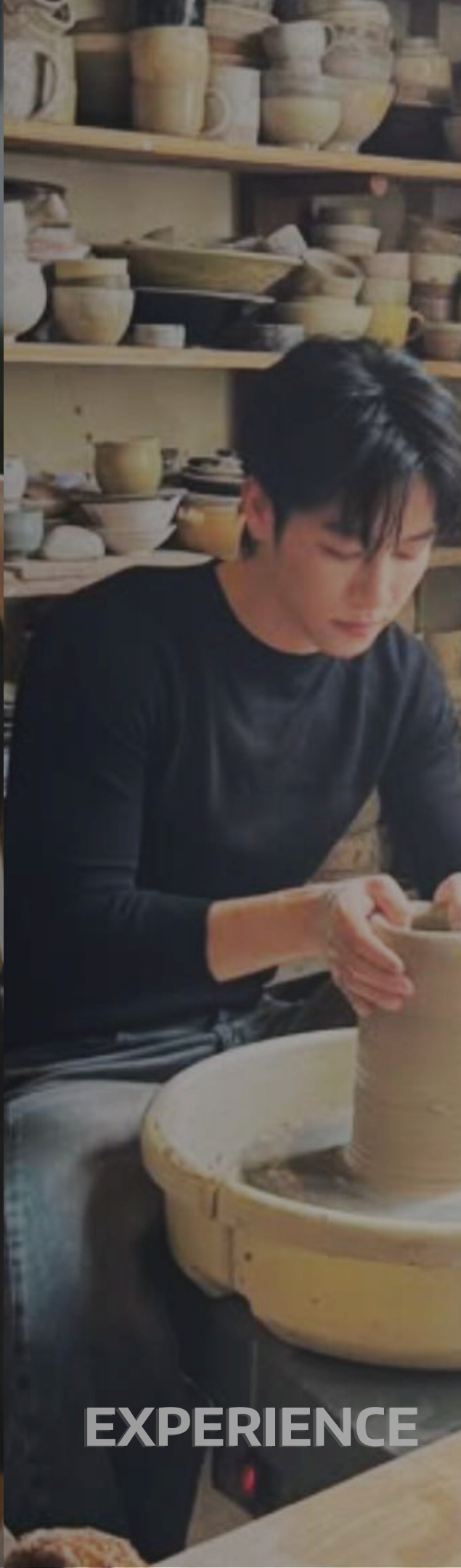




HEALTH



CONVENIENCE



EXPERIENCE



GLOBAL

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HEALTH



# CONVENIENCE



EXPERIENCE



GLOBAL

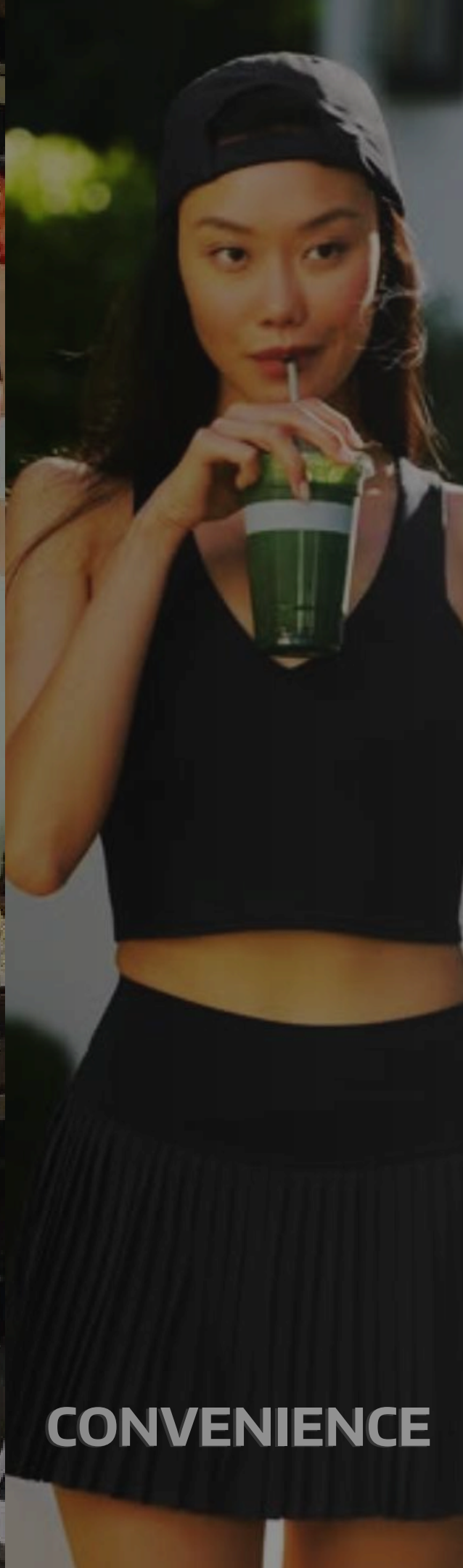
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HEALTH



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EXPERIENCE



GLOBAL

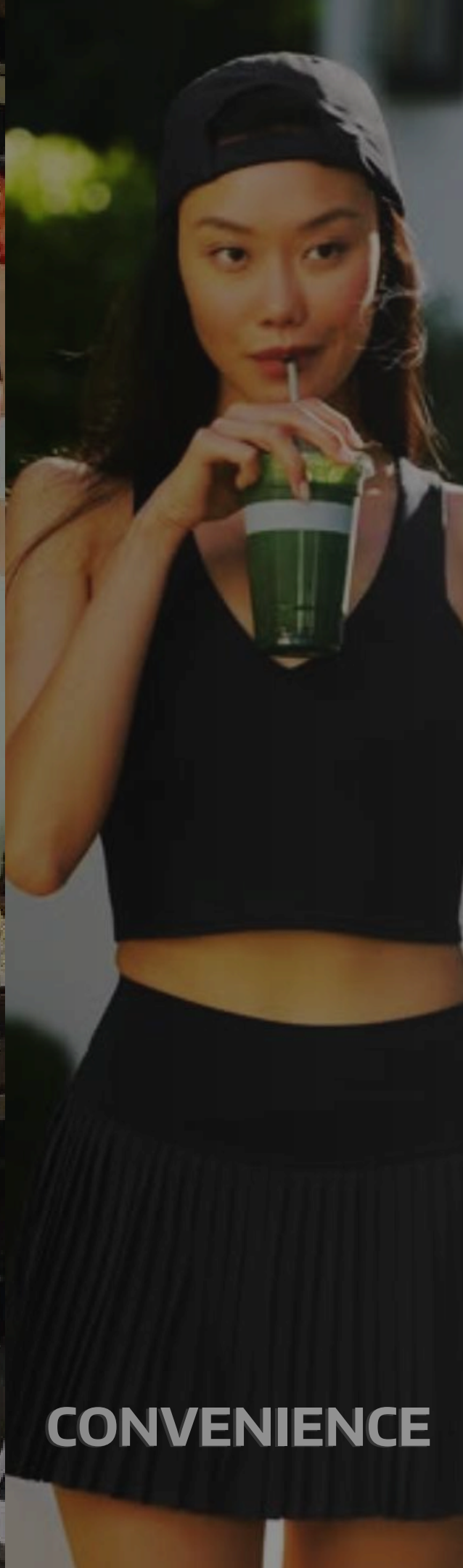
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CITY FRESH  
FRUIT LOVERS' COMMUNITY





HEALTH



CONVENIENCE



EXPERIENCE



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GLOBAL



**FRUIT = FEELING**

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**City  
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**COMMUNITY OF FRUIT LOVERS**

COMMUNITY  
OF FRUIT  
LOVERS

**THE ULTIMATE FRUITS DESTINATION**



CITY FRESH  
FRUIT LOVERS' COMMUNITY



Korean Strawberry  
Lover's Day SEASONS  
2



OM ORGANIC  
IMPRESSION  
WITHIN 2 WEEKS

FULLY BOOKED  
40 rounds





**YOUR HEALTHIEST BEST FRIEND**







# USER GENERATED CONTENT

FRUIT FUSION SOFT SERVES - SMOOTHIES - FRUIT BENTO





LEFTOVERS INSPIRE



**CONSUMERS DON'T JUST WANT FRESHNESS -  
THEY WANT CONFIDENCE**





# CONSUMERS DON'T JUST WANT FRESHNESS - THEY WANT CONFIDENCE

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CITY FRESH  
FRUIT LOVERS' COMMUNITY



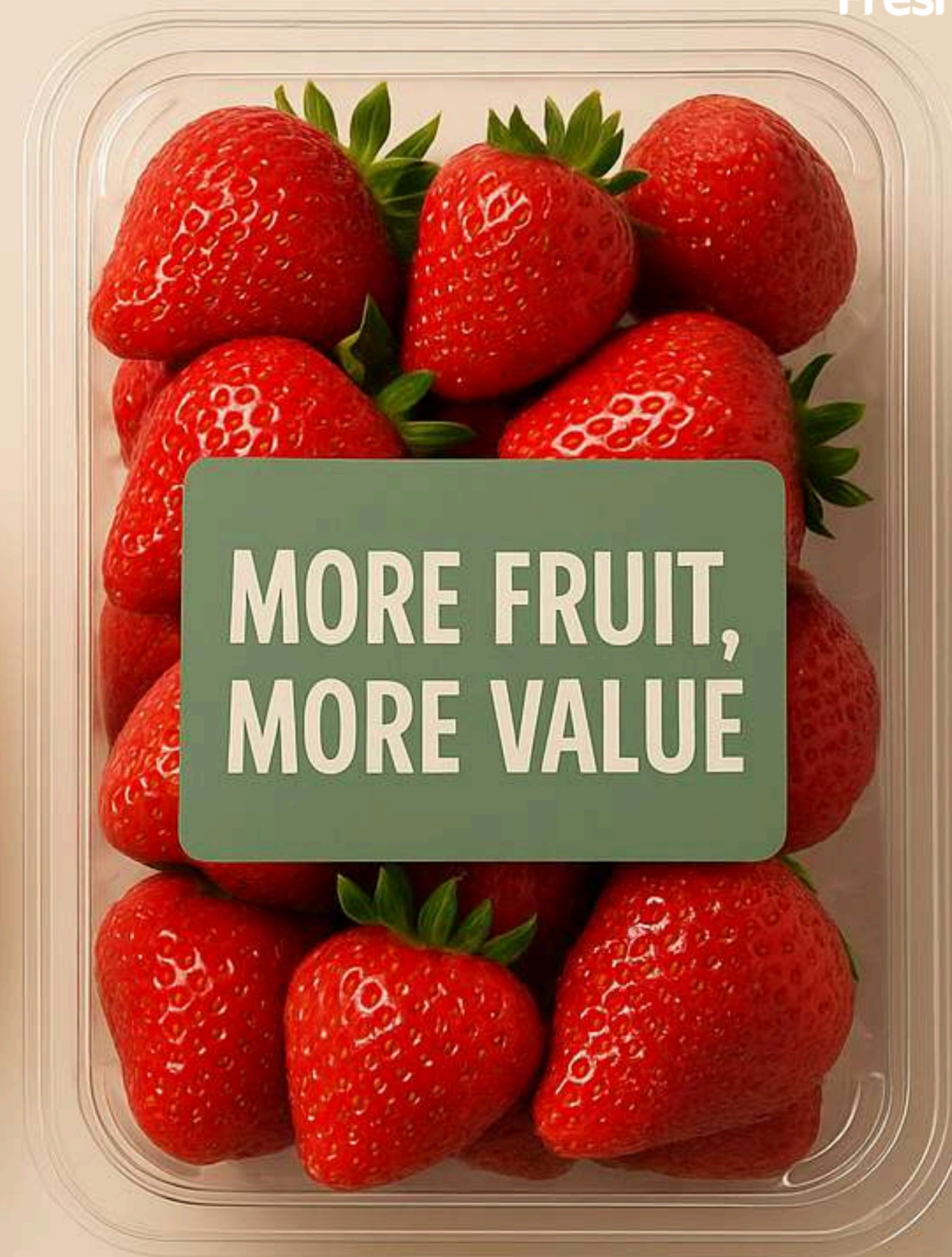


**"THE FUTURE OF FRUIT ISN'T JUST  
FRESH—**

**IT'S FLEXIBLE,  
THOUGHTFUL,  
AND VALUE-  
DRIVEN."**



**NO WASTE,  
JUST RIGHT**



**MORE FRUIT,  
MORE VALUE**



City<sup>®</sup>  
Fresh

THANK YOU

