

## Turbana: Uniban's snack brand participated in the New York *Fancy Food Show*

- *Its the freeze-dried fruit with the "Freeze Dried Fruit" line together with "Sweet potato & Mix" and "Green Banana Chips".*
- *For three days, various food companies met at the Big Apple's Jacob K. Javits Convention Center for the event organized by the Specialty Food Association.*
- *North America represents 53% of Uniban's sales with its snacks business unit.*

**Nueva York, June 29, 2023.** As a bet on market growth backed by a offering products with multiple flavors with international quality, Turbana, Uniban's snacks line, launched its new products during New York's *Fancy Food Show*, featuring freeze-dried fruit packages using *Freeze Dried Fruit* technology. They also innovated with the *Sweet potato & Mix*, and *Green Banana Chips*.

"It was an honor to participate for the sixth time in this show, which is a major showroom for the specialty food market, aimed at merchants, restaurants, supermarkets, and retail buyers. It should be noted that North America represents 53% if Turbana's sales. In this respect, *Fancy Food* represents a high added value for the company whose objective is to highlight the Colombian origin as a differentiation factor in terms of quality and sustainability around the world", said Uniban's business development and marketing director, María Camila Vélez Echeverri.

Finally, Vélez Echeverri stressed that knowledge, innovation, promotion, and commercialization are key for the company's business strategy. This is why this type of event, which is deemed one of the most relevant events in the industry, is an excellent forum to showcase its products, look at trends, study the market, and visit and be visited by the clients.

**Unibán:**

C.I. Uniban S.A. is the Colombian international commercialization Company that carries out logistics-intensive agri-industrial businesses in which, for over 50 years in the market has been a leader in the agri-industrial and commercial activities, mainly in Colombian bananas, plantains, and exotic bananas. In the company's main pillars are commercialization and logistics, services to producers in the field, market development, agricultural production, and corporate social responsibility.

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