**GENERAL PRESS INFORMATION**

**The Ripe Story**

**Who is Ripe Organic?**

Ripe is the UAE’s leading provider of fresh, local organic fruits and vegetables. We’re a team of food fanatics, on a mission to educate and engage the community in our passion for local, organic and seasonal produce.

At the top of the tree is Dubai-based entrepreneur, Becky Balderstone, who launched Ripe in the summer of 2011 when she realised that she couldn’t source seasonal, organic, local fresh produce boxes in the UAE, like she could in the UK and elsewhere. It was then that the Ripe seed was first planted and the Ripe Box was born.

Several years and many hours of hard work later, the Ripe team is pioneering the healthy eating revolution in the UAE, with a business that is now firmly on the region’s list of ‘brands to watch’ for 2015.

Ripe provides produce from local UAE farms, handpicked for their organic farming techniques, eco-friendly operating systems and local and international organic certifications. Produce is picked within 48 hours of being sold to ensure taste and freshness is never compromised and thanks to the elimination of air-freight and storage costs, Ripe is affordable for all.

**What do we do?**

Shopping with Ripe is simple. We pick the best quality, seasonal fruits and vegetables, from local, organic farms and make them easily accessible and affordable to all.

In addition to our organic fruit and vegetables, Ripe stocks a whole host of organic produce including meat, eggs, milk, honey, tea, dairy alternatives, superfoods, and a full list of pantry items to both wholesale and direct consumers.

The Ripe Organic fruit and veggies went down such a treat that the company has grown fast; we now have our own Ripe Farm Shop located in the heart of Dubai and a number of weekly Ripe Food & Craft Markets in Dubai, and Abu Dhabi. Ripe also offers an order online option, next day home delivery within Dubai and delivery to a range of Collection Points in Abu Dhabi. Ripe also works with a number of corporate customers across the region, including hotels, restaurants, catering companies and food concepts.

**How we do it**

As a community led business, with the aim of making local organic produce easily accessible and affordable to all, Ripe has built strong relationships with local farms, meaning we can offer a consistent, regular and diverse range of products, complimented by great customer service.

Ripe’s client relationships are its strength. Through social media, direct marketing and face to face communication at markets and events, Ripe reaches thousands of like-minded individuals daily, all of whom share a mutual passion for the community and supporting local, fresh produce.

Ripe currently operates through a number of different channels, from its own retail store in Dubai, home deliveries via online ordering, community collection point deliveries, arts and craft markets, and corporate sales.

1. **Ripe Farm Shop**

Situated in the heart of Al Manara, our gorgeous little farm shop is packed full of delicious-ness. Products include; Ripe Box’s, organic fruit and veg, free range organic eggs, dairy, dairy alternatives, gluten free products, superfoods, local honey, dried goods, tea and cleaning items.

 Opening hours: Sun-Thurs, 8am - 8pm | Fri - Sat, 9am-5pm

1. **Ripe Online Ordering & Delivery**

Order your weekly shop of organic fruit and vegetables and have it delivered to your door the next day. Plus our extensive online shop allows you to add any number of items that you would normally find in the Farm Shop, to your order and pay online. From Superfoods, to gluten and dairy free, fresh eggs, chicken, cheese, honey, tea and of course your store cupboard staples we have it all covered. To order go online or email orders@ripeme.com

1. **Ripe Food & Craft Markets**

Ripe offers a unique alfresco shopping experience, with a variety of weekly markets in the UAE. With organic fruit and veggies from Ripe and some of the UAE’s hottest and most talented foodies and artists, the Ripe Markets are an amazing event which bring together both the local and expat community.

Ripe Events this season:

**Abu Dhabi:**

* **The Collection, St Regis Abu Dhabi** – Every Friday from 10:00am – 15:00pm
* **Al Raha Gardens, Jones the Grocer** – Every Monday from 10:00am – 13:00pm (Ripe Organic pop-up only)

**Dubai**

* **Times Square, Dubai –** Every Saturday from 09:00am – 15:00pm (until the end of October 2016)
1. **Ripe Community**

Ripe is not just a business but a catalyst; we’re planting seeds throughout the community to ensure we not only support and nourish the local farmers, but provide a platform for young, talented artisans in the UAE to grow and develop. And part of our continuing agenda at Ripe is working with and educating the next generation of eaters, growers, makers and bakers is just as important. Which is why we launched Raising with Ripe in 2012, a fundraising initiative for schools to encourage healthier eating among children. We work together with schools to pop-up our organic fruit and veg stand. 10% of the money taken goes back to the school to plant a vegetable garden for their students.

1. **Ripe Chefs Club**

The Ripe Chefs Club is a one-stop spot to help professional chefs reconnect with their roots, by providing them with local, organic produce for personal use, and giving them chef-worthy perks, while connecting them to the Ripe foodie community. Benefits include:

* 10% discount on Ripe orders above 150 AED (discount can only be availed by calling our office to place your order)
* Exclusive farm visits and education about Ripe products and organic, local, seasonal farming
* Opportunity for chefs to showcase themselves at our markets, including workshops or a live cooking station
* Opportunity for chefs to feature on our blog and social media, including interviews, recipes, foodie advice, health advice, etc
* Opportunity to participate in Ripe competitions and events to showcase themselves
* Access to particular products / those not easily found in market
1. **Ripe Farms**

Our farm is ripening up nicely and after a lot of hard work, we’re ready for action! We have the tools needed to grow a variety of fruits and veggies, year round and we can work Ripe also works with a number of local farmers in UAE, who are handpicked for their organic farming techniques, eco-friendly operating systems and local and international organic certifications.

1. **Ripe Corporate Clients**

Ripe also possesses a strong network of corporate and business clients which extends to hotels, restaurants, cafes, catering companies and food concepts. Ripe’s excellent relationships with the local farms means we can offer corporate clients a range of organic, fresh, local produce and our experienced Agricultural Manager is able to develop specific growing plans to suit each corporate clients specific requirements.

For press related inquiries, please contact us at pr@ripeme.com or call us on 04 315 7000. If you would like more information about Ripe visit [www.ripeme.com](http://www.ripeme.com) | [facebook.com/ripeuae](https://www.facebook.com/ripeuae) | [Instagram.com/ripefresh](http://instagram.com/ripefresh) |Instagram/ripemarkets | twitter.com/Ripeme | pinterest.com/ripefresh |