



# Dry Delights

Presented By : Ashlyn Szabo



**DRY DELIGHTS**



**DEHYDRATED FRUIT**


**"DRY DELIGHTS, BET YOU CAN'T HAVE JUST ONE BITE!"**

# Problem



**#1**

**No freshly dried fruit!**

- sits on a shelf for days
  - fruit becomes stale
- 



# Solution

**#1**

**Our product is fresh!**

- not packaged for days
  - home made touch
- 

# Problem



**#2**

**No range in sweetness!**

- **dried fruit is either too sweet or too bitter**
- 

# Solution



**#2**

**Range of sweetness**

- **choice of added sugar or no added sugar**



# Problem



**#3**

## Preservatives

- many brands have preservatives in their fruit that can be harmful



# Solution



**#3**

- no preservatives
  - organic and pesticide free
- 



# Product





# Project Timeline

Week 1	Week 2-6	Week 7+
Startup	Advertising Local selling	Events





# Timing



## Reason 1

- demand for dried fruit has been on the rise

## Reason 2

- health trends
  - organic
  - natural ingredients



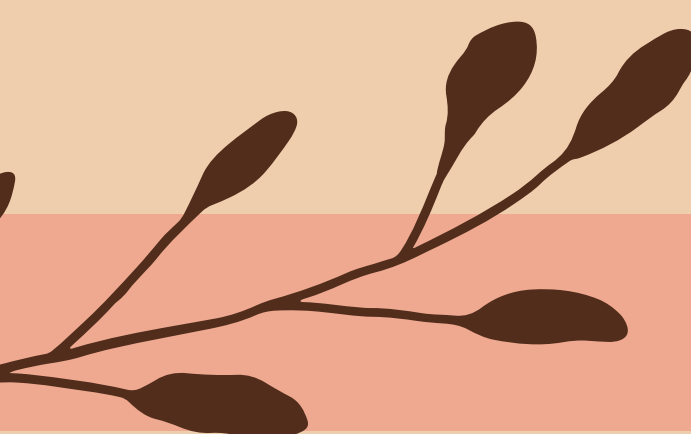


# Target Market

1

- needs convenient snack
- wants healthy alternative

2

- families
    - parents wanting to give kids a healthy snack
  - athletes and people who exercise
- 



# Contact Me

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