

# FRUITY NUTTY

COMPANY PROFILE



# TABLE OF CONTENTS

1

About Us

2

Mission and Vision

3

Our Phylosophy

4

Products

5

Marketing Strategy

6

Our History





# About Us.

## Introduction

Fruity Nutty Sdn Bhd is a Malaysian company specializing in high-quality roasted nuts and chocolate-coated nuts. We source premium raw materials globally to create nutritious, delicious snacks. With a state-of-the-art facility and advanced processing techniques, we ensure every product meets the highest standards for freshness and taste, catering to health-conscious consumers.

Our team of experienced professionals combines innovation and tradition to offer a wide range of flavorful snacks. From classic roasted nuts to indulgent chocolate-coated varieties, Fruity Nutty is committed to becoming a trusted name in healthy, premium snacks in Malaysia and beyond.



# Mission & Vision.

## MISSION

- At Fruity Nutty, our mission is to deliver premium-quality, healthy snacks that support the well-being and lifestyle of modern consumers. We are dedicated to sourcing the freshest, most nutritious ingredients from trusted global suppliers. Through innovative processing techniques and sustainable practices, we aim to create a diverse range of products that not only satisfy taste buds but also promote a balanced and healthy lifestyle. We are committed to excellence in every step of our process, from procurement to production, ensuring that our customers enjoy the highest quality snacks that they can trust.

## VISION

- Our vision is to be a global leader in the snack industry, recognized for our unwavering commitment to quality, innovation, and sustainability. We aspire to become a household name synonymous with healthy indulgence, offering products that cater to the diverse tastes and dietary preferences of our customers. As we expand our product range and market presence, we remain dedicated to ethical business practices, environmental responsibility, and community well-being. By continuously improving our offerings and fostering strong relationships with partners, Fruity Nutty aims to set new standards for excellence in the food and beverage sector, enriching the lives of our customers and contributing to a healthier future for all.





# Our Philosophy.

At Fruity Nutty, we believe that great taste and nutrition should go hand in hand. Our philosophy is rooted in the idea that food should not only nourish the body but also delight the senses. We are committed to using only the finest ingredients, carefully sourced from sustainable and ethical suppliers. Innovation, quality, and integrity are at the core of everything we do, as we strive to create products that offer both indulgence and health benefits. By constantly evolving and responding to consumer needs, we aim to inspire healthier lifestyles while maintaining our commitment to excellence in every bite.

Fruity<sup>®</sup>  
Nutty

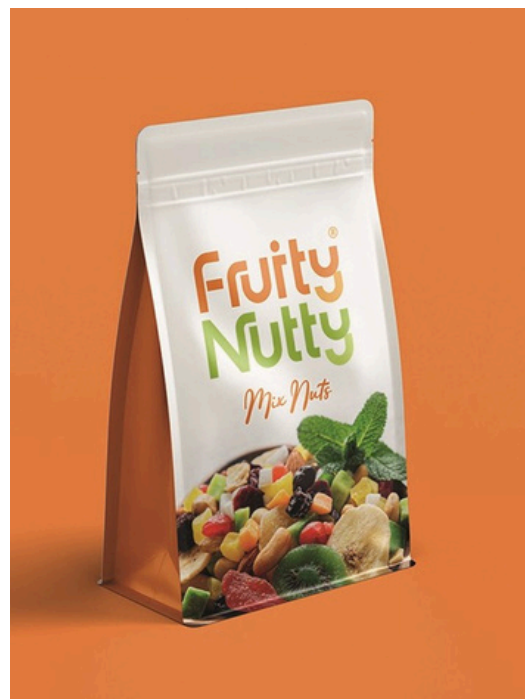




At Fruity Nutty Sdn Bhd, we take pride in offering a wide range of high-quality, delicious, and nutritious snacks that cater to modern consumers' evolving tastes. Our product offerings are divided into three core categories, each crafted with care and attention to detail, using only the finest ingredients sourced from trusted global suppliers.

## Roasted Nuts

Our roasted nuts are a true testament to the art of flavor. We select premium nuts, including almonds, cashews, pistachios, and more, and use a precise roasting process to enhance their natural flavor and crunch. From classic roasted options to gourmet flavors such as honey-glazed, spicy chili, and herb-infused varieties, our roasted nuts provide a wholesome snack option that balances taste and nutrition. Each batch is carefully crafted to ensure consistency in texture, taste, and quality, making them a popular choice for health-conscious consumers.



## Chocolate-Coated Nuts

Our chocolate-coated nuts combine the richness of chocolate with the satisfying crunch of roasted nuts to create a luxurious snacking experience. Using only the finest milk, dark, and white chocolates, we coat almonds, cashews, hazelnuts, and other premium nuts in smooth, velvety chocolate. These indulgent treats come in a variety of combinations, from the classic milk chocolate almond to exotic dark chocolate pistachio. We also offer unique flavor pairings, such as sea salt dark chocolate and caramel-drizzled nuts, providing a perfect balance of sweetness and savory.





# Specialty Items



Beyond our signature roasted and chocolate-coated nuts, we are constantly innovating and expanding our product line. This includes limited-edition seasonal flavors, nut mixes for special dietary needs (such as low-sodium or high-protein varieties), and even dragee-style chocolates that offer a premium snack option for special occasions. Our R&D team is always experimenting with new formulations and flavors to stay ahead of market trends and meet the diverse preferences of our customers.

Each product we offer is carefully crafted to align with our commitment to quality, sustainability, and customer satisfaction. Whether enjoyed as a daily snack or a special indulgence, Fruity Nutty's product range is designed to provide consumers with a healthier, more flavorful alternative to conventional snacks.





# Market Strategy

Fruity Nutty Sdn Bhd targets health-conscious consumers and premium snack enthusiasts who value quality, convenience, and nutrition. We position ourselves as a leader in the healthy snack market by offering a unique range of roasted and chocolate-coated nuts. Our marketing approach leverages social media, influencer partnerships, and participation in trade shows to build brand recognition and reach a wide audience. We stay responsive to consumer trends by continuously innovating with new flavors and sustainable practices, ensuring that our products meet the evolving demands of modern, conscious consumers.



## TARGET MARKET

We focus on health-conscious consumers and premium snack lovers seeking nutritious, delicious, and convenient snack options. Our target includes individuals and families, especially millennials and Gen Z, who prioritize healthy and sustainably produced food products.



## POSITIONING IN THE INDUSTRY

Fruity Nutty is positioned as a premium brand that combines indulgence with nutrition. We stand out by offering high-quality ingredients, innovative flavors, and sustainable practices, appealing to those who seek both taste and health benefits in their snacks.



## MARKETING APPROACH

Our marketing strategy includes digital channels like social media and influencer partnerships, alongside trade shows and industry events. This multi-channel approach helps us build brand awareness, engage consumers, and showcase our premium products' health benefits.



## RESPONDING TO CONSUMER TRENDS

We keep up with market trends such as the demand for plant-based, low-sugar, and sustainable products. By adapting to these trends and expanding our flavor options, we ensure our products meet the changing needs of modern consumers, keeping Fruity Nutty relevant and competitive.

Fruity<sup>®</sup>  
Nutty

*Mix Nuts*





# OUR HISTORY

Fruity Nutty Sdn Bhd, though officially established in recent years, has a rich and diverse history that spans over a decade of expertise and passion in the food and beverage (F&B) industry. The journey began in 2008, when our directors and shareholders first ventured into the F&B sector, bringing with them a wealth of knowledge and a strong commitment to quality. The earliest roots of the business were planted in the Sg. Buloh area of Malaysia, where we established a fruit juice factory. This factory became a cornerstone of our operations, focusing on producing high-quality fruit juices sourced from both local and international orchards, including our very own apple orchards overseas. This experience not only deepened our understanding of fruit cultivation and processing, but also forged relationships with trusted suppliers, laying a solid foundation for the business that would eventually become Fruity Nutty.

Our journey in the industry was not limited to fruit juice production. Over the years, we expanded our operations into the international trading of nuts, tapping into the global market for high-quality raw materials. This international presence gave us the opportunity to engage with some of the finest producers around the world, learning the intricacies of the nut trade and developing a keen eye for sourcing only the best ingredients. As we navigated the complexities of global supply chains and established partnerships with leading suppliers, we built a reputation for reliability, quality, and expertise in the procurement of premium nuts.

During this time, our passion for nuts began to evolve into something more than just sourcing and trading. The directors and shareholders, driven by a love for innovation, began experimenting with the roasting, flavoring, and processing of various types of nuts, paving the way for the creation of an exciting new product line. In particular, our venture into chocolate-coated nuts became a key area of focus. Over the past few years, we developed a unique, handmade approach to crafting chocolate-coated nuts, with a special emphasis on dragee chocolates. Dragee, a European delicacy, is a style of confection that pairs roasted nuts with a thin, even coating of fine chocolate, creating a perfect balance between rich, smooth sweetness and the crunch of perfectly roasted nuts.

# OUR HISTORY

Our dragee chocolates quickly became the jewel in our crown, distinguishing Fruity Nutty from competitors with their premium quality and artisanal craftsmanship. Every batch is meticulously prepared using the finest chocolate sourced from globally recognized suppliers. We pride ourselves on using only top-grade ingredients, whether it's rich milk chocolate, indulgent dark chocolate, or delicate white chocolate. Combined with our perfectly roasted almonds, hazelnuts, pistachios, and other nuts, the result is a truly luxurious product that delivers both indulgence and nutritional value.

The process of creating our dragee chocolates is a carefully refined art, blending traditional techniques with modern innovation. We use advanced, state-of-the-art equipment in our factory to ensure precision, consistency, and hygiene, but our dedication to the handmade touch ensures that every product retains its artisanal quality. Each nut is roasted to perfection, carefully coated in chocolate, and then polished to achieve a smooth, glossy finish that makes our dragee chocolates as visually appealing as they are delicious. This level of attention to detail has allowed us to set new standards for excellence in the chocolate-coated nut industry.

Our expertise in creating these exquisite dragee chocolates has been shaped by years of research and development. Our team of seasoned professionals continuously experiments with new flavors and formulations, ensuring that our product line remains fresh, exciting, and ahead of market trends. Whether it's classic pairings like milk chocolate and almonds or more adventurous combinations like dark chocolate and pistachios with sea salt, we are always exploring ways to surprise and delight our customers. Additionally, we remain committed to using sustainable and ethically sourced ingredients, a reflection of our broader mission to operate responsibly and make a positive impact on the environment.



# OUR HISTORY

Fruity Nutty's growth has been both organic and strategic. From our early days in fruit juice production to our expansion into nuts trading, and finally, the creation of our dragee chocolate product line, we have built a business that is both versatile and resilient. Our success is underpinned by the dedication and vision of our directors and shareholders, who have nurtured the company's growth while maintaining an unwavering commitment to quality. Through continuous innovation and an ability to anticipate and adapt to changing consumer preferences, Fruity Nutty has become a trusted name in the F&B industry.

Today, Fruity Nutty is a thriving company, well-positioned to capitalize on the growing demand for premium, healthy snacks. Our state-of-the-art facility in Malaysia, equipped with the latest technology for processing and packaging, allows us to produce at scale without sacrificing quality. We continue to explore new opportunities for growth, including expanding our product range and entering new markets both regionally and globally. Our dragee chocolates and roasted nuts have been met with overwhelming enthusiasm, and we are confident that Fruity Nutty is on track to become a leading brand in the international snack industry.

Our journey has been one of innovation, passion, and perseverance, and we are excited about the future. As we move forward, Fruity Nutty remains dedicated to delivering products that combine the best of indulgence and nutrition, meeting the needs of modern consumers who demand both taste and health benefits in their snacks. We look forward to building on our history of success and continuing to set new standards in the F&B sector.

[www.fruitynutty.my](http://www.fruitynutty.my)

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