



LilotFruits

RÉSERVE NATURELLE DE GOÛT

— BY CAPEXO —

THE CHIQUITA BANANA: CAPEXO'S NEW GEM



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Known for his large range in exotics fruits and vegetables, Capexo has recently started to collaborate with Producer Chiquita on the French market.





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Capexo has specialized in the last 25 years in the importation and trading of high-end exotics fruits and vegetables. Despite a wide assortment, one important category of the industry was not imported nor sold by Capexo: the banana. It is now the case, with a collaboration between Capexo and major banana producer Chiquita. The family owned banana company will offer its full assortment to Capexo, from premium Chiquita Class Extra to the other categories.



A fully integrated system

Chiquita is not only a major producer in Latin America; the company also sends the fruit on its own vessels in controlled atmosphere containers, ensuring quality, reliability and availability. Two options are then available to Capexo's French customers, depending on their specifications: buying green bananas directly at the port of Vlissingen, NL, or at the port of Vado Ligure, IT, with the option of delivery across France, or ripe bananas in one of Chiquita's ripening facilities in Europe, in Belgium and Italy.

A partnership underpinned by expertise

«For Chiquita, collaborating with Capexo means benefitting from the expertise of a specialist exotic fruit and vegetable importer plus its complete control over the logistics chains,» explains Thibaud Marcault, Key Account Manager with Chiquita. *«That's reassuring for wholesalers and supermarkets. Capexo is also used to working directly with producers like us. And so, the relationship has been built on a shared understanding of our respective roles.»*

«For Capexo, it's an opportunity to expand our range of exotic fruit. And what a fruit! It's the second most eaten in France. An incredible journey for a tropical fruit that has become mainstream,» stresses Vincent Soler, Director of Capexo.

«Thanks to the famous Blue Sticker and the engaging brand activations of Chiquita bananas, end consumers can easily identify and repeat buy the brand,» adds Elodie Plot-Segura, the sales director leading the banana project with Capexo.



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'Behind the Blue Sticker'

Something else that Chiquita and Capexo have in common: their commitment to sustainable development. At Capexo, that commitment is reflected in its 100% biocompostable tub and its printing on exotic fruit and vegetables. Those innovative services are contributing to the complete eradication of plastic packaging in France by 2025. As a producer, Chiquita acts at grassroots level to meet the sustainable development goals set by the United Nations. Through 'Behind the Blue Sticker', the brand is pledging to invest for the benefit of future generations: education and wellbeing of the people working on its plantations and ecofriendly agricultural techniques.



GOING BANANAS FOR CHIQUITA!

«The appearance, smell and taste of the Chiquita banana consistently outscore its main rivals».

Conclusion of an MMR blind test with a public panel in Germany in August 2020.





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ABOUT CAPEXO

Founded in 1996, the company CAPEXO imports and markets exotic fruit and vegetables in France under the Lilot Fruits brand. A key player at Rungis International Market, CAPEXO provides a constant supply of delicious and nutritious produce to wholesalers and the wholesale markets as well as specialist (Grand Frais, Métro, etc.) and generalist (Carrefour, Casino, Monoprix, etc.) food retailers.

Sharing the same high standards as its suppliers, CAPEXO selects produce from the finest sources. The company works closely with one of Reunion's biggest cooperatives. 90% of the island's air-freighted fruit is exported by Lilot Fruits.

Victoria pineapple, avocado, mango, passionfruit, lime, etc. are just some of CAPEXO's flagship products.

KEY FIGURES

€55 million in 2019 revenue

50 employees

2 shareholders

Over 300 active customers

Over 150 product lines

5,300 sq. m of production and logistics facilities

8 ripening rooms

40 products available every day

2012, FeL'Partenariat certified

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