

Serhii Stetsenko

PANFRUIT UKRAINE

Innovative Freeze-Dried Fruits



Welcome to our company

We are a Ukrainian family brand founded in 2020. Our philosophy is simple: naturalness, innovation, and premium quality.

We create products that combine taste, health, and convenience — snacks that inspire and set new trends.



We specialize in freeze-dried fruits and ice cream, delivering unique products that bring joy, freshness, and modern lifestyle to every bite.

Our production is certified according to FSSC 22000 food safety standard, and selected products hold organic certification, ensuring trust and international quality.

 PRODUCTION – DIVOCHY, ZHYTOMYR
REGION
 WAREHOUSE & OFFICE – HATNE, KYIV
REGION

THE MARKET OPPORTUNITY

Market Size & Growth

The European freeze-dried food market shows steady growth, driven by rising interest in healthy and functional snacks. Scandinavia, in particular, is a fast-developing region where consumers actively look for natural, sustainable, and convenient products.



01



02



03

Consumer Trends

- Health & Sustainability – Organic, clean-label, and “free-from” products are gaining strong momentum.
- Convenience – Busy consumers prefer ready-to-eat, portable, and long shelf-life formats.
- Digital Behavior – Online grocery shopping is booming: Swedish consumers are highly digital, with mobile purchases growing year after year.

4



CONSUMER PROFILES

Our products are designed for modern consumers who look for natural, innovative, and convenient snacks. We focus on people who combine active lifestyles with the need for healthy, tasty, and practical choices.



YOUNG PROFESSIONALS

Busy urban consumers, often 25–35 years old. They look for convenient, natural snacks that fit their daily routines. Panfruit is their solution for smart eating: quick, healthy, and stylish.

EXAMPLE OF USAGE

Panfruit products can be enjoyed in granola, smoothies, yogurts, or as a light snack at work. They are perfect for people who want to combine health, taste, and convenience in everyday life.

ADVENTUROUS FAMILY

Parents in their 30s–40s with young children. They want healthy and fun snacks for lunchboxes, travel, and family moments. Panfruit means trust, playfulness, and natural taste they can share together.

WHY CHOOSE PANFRUIT

01

NATURAL & CLEAN LABEL

Real fruits, no preservatives.
Transparency that builds trust.

02

CONVENIENCE & LIFESTYLE FIT

Ready-to-eat, lightweight, portable. Perfect
for busy days, travel, or kids' lunchboxes.

03

PREMIUM TASTE & QUALITY

Crispy texture, bright colors, and full flavor
thanks to freeze-drying.

04

LONG SHELF LIFE

Practical for storage and reducing food waste
— no refrigeration needed.

05

EMOTIONAL VALUE

Not just a snack. A new experience that feels
innovative and inspiring.

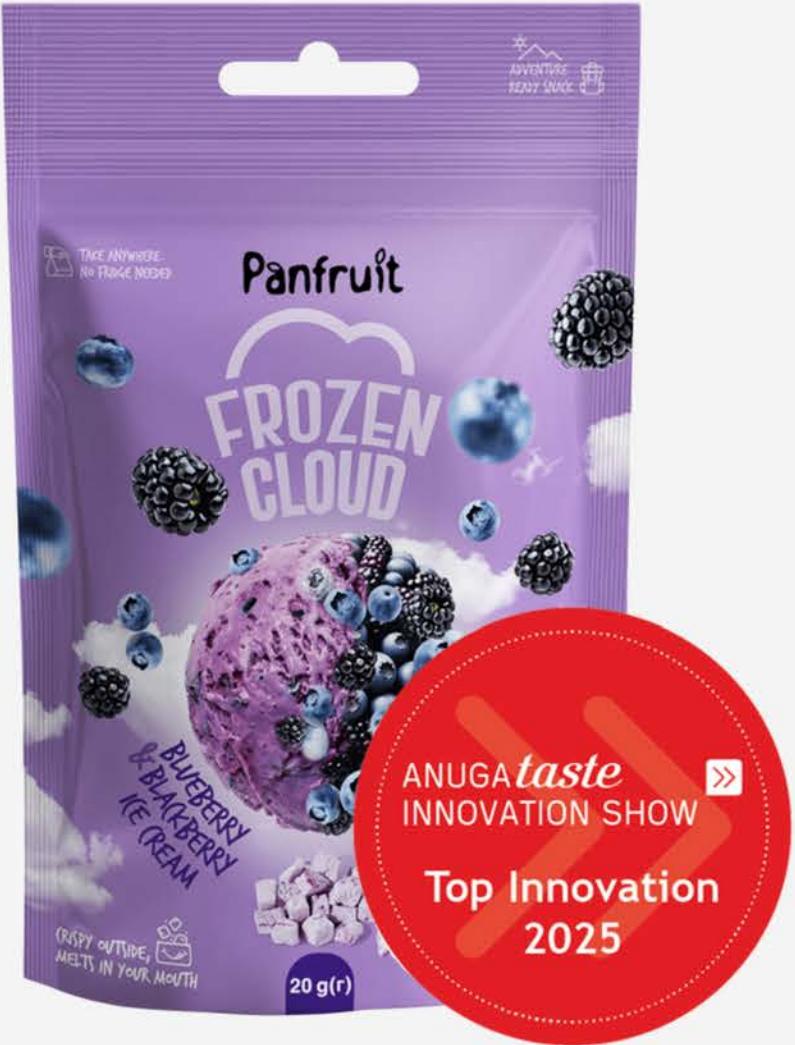
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RELIABLE SUPPLY & LOGISTICS

Proven export experience and stable supply
chain to ensure consistency for our partners.



06



CHOSEN BY RETAILERS AND CONSUMERS WHO APPRECIATE QUALITY, INNOVATION, AND NATURAL TASTE.

REFERENCES

Panfruit is trusted by leading partners in Ukraine and the EU, US.

Our products are exported to European markets and showcased at major international trade fairs such as Biofach and Anuga.

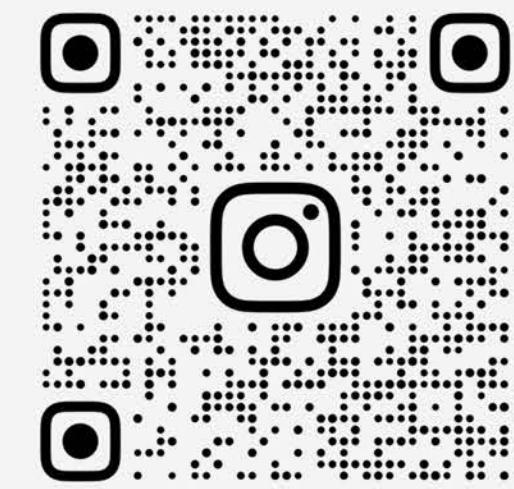
We cooperate with retail chains, specialty stores, and HoReCa partners that value natural, innovative, and premium-quality products.



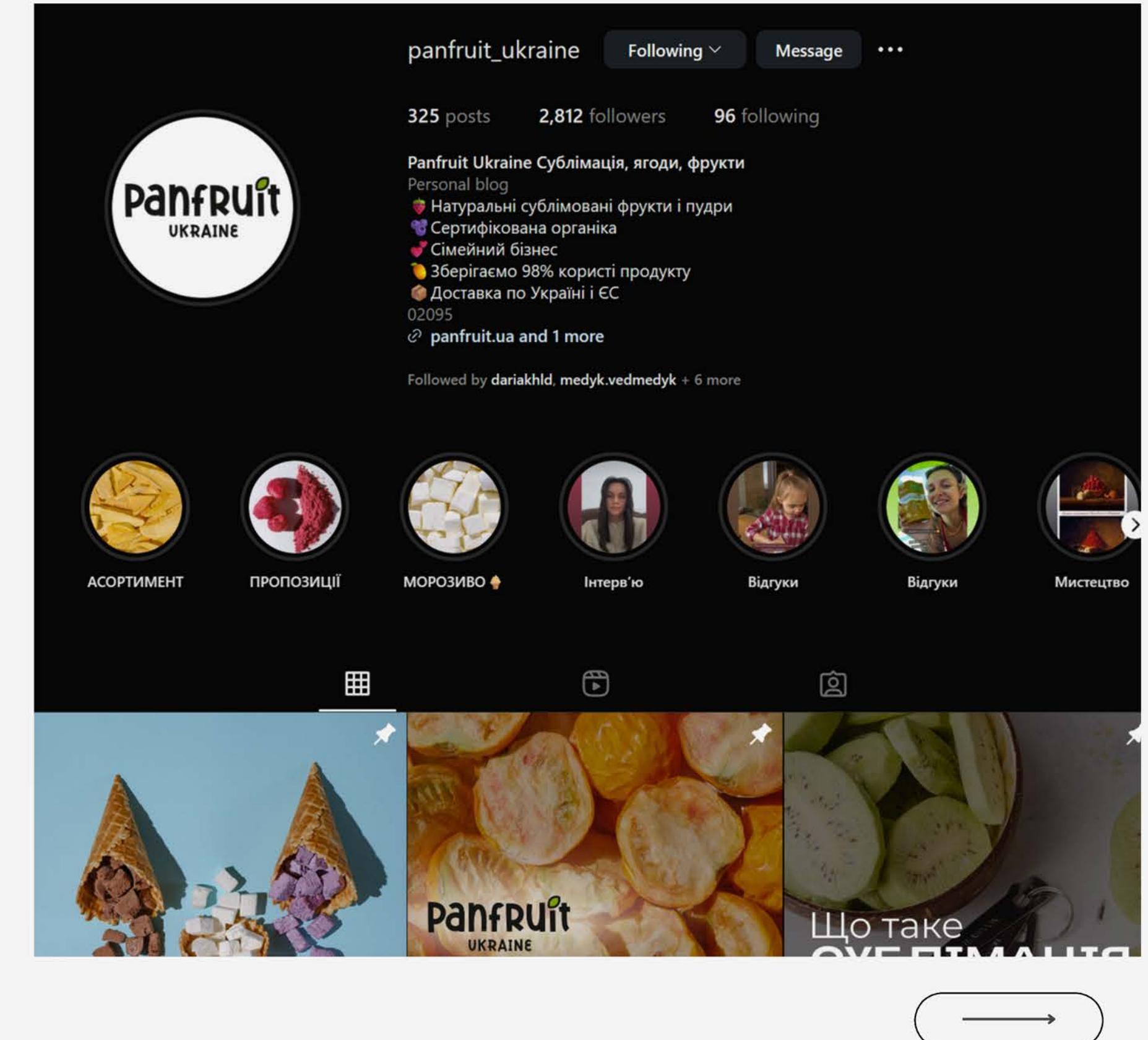
MARKETING TO SUPPORT SALES

We build the Panfruit brand through digital marketing and international events. Our Instagram shares ASMR crunch videos, "From Nature to Bite" storytelling, and educational content about freeze-drying. We also take part in leading trade fairs (Biofach, Anuga, BITE) and run targeted Meta and Google campaigns to reach both retail and HoReCa audiences.

*Scan to follow:
@panfruit.ua.*



PANFRUIT_UKRAINE



PROPOSAL

Panfruit – Natural. Innovative. Unforgettable.



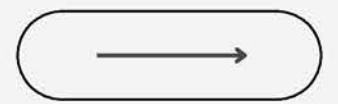
Panfruit offers a carefully selected range of freeze-dried products:
Strawberry • Raspberry • Blueberry
Peach • Apple • Pear
Sweet Sour Cherry • Tomato • Olive

Formats

Retail: consumer packs with bright design and strong shelf appeal.
HoReCa & Industry: bulk fruits for granola, yogurt, smoothies, bakery, and premium gastronomy.

Next Step

Let's start with a pilot order and grow together.



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