

Office Fruit Service Launched

Ripe 4 Offices was launched today to deliver fresh fruit to every London office.

September 26, 2007 (FPRC) -- Ripe was conceived to combat the problems caused by today's long-hours working culture and to ensure that the health and well-being of workers is at the forefront of every employer's mind. Providing fresh fruit in offices increases company productivity and ensures that staff are healthy, energetic and motivated.

However, for partner John Batey, the main aim of Ripe is to excite people about fruit by providing offices with varied and interesting fruit: "I want people to be excited by fruit so I send them dragonfruit, paraguayos and mangosteen. If we can make fruit appealing, will 5 a day be enough?"

Full details are available on Ripe's website: www.ripe4offices.co.uk

For further information please contact:

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Notes to Editors:

1. Partners John Batey and Duncan Quigley have been at the forefront of the fruit business for 25 years. They currently supply Nigella Express, Hell's Kitchen and Master Chef with fruit and vegetables.
2. Ripe is able to supply fruit for all photography required for related articles.
3. Numerous studies and campaigns including the government's '5 A DAY' campaign provide clear evidence that fruit not only has a positive impact on general health but also contains potassium, folate, fibre and antioxidants which help to guard against heart disease, strokes and cancer. Recent data suggests that only 13 per cent of men and 15 per cent of women eat at least five servings of fruit and vegetables each day. Companies would be wise to increase the availability of fresh fruit in their offices to help combat this worrying statistic.

Contact Information

For more information contact Aled Batey of Ripe 4 Offices (<http://www.ripe4offices.co.uk>)
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Keywords

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