



Fruistería: fruit bouquets replace flowers to promote its daily consumption

LOCATION: Málaga

DURATION: 1'31"

SUMMARY: Fruit bouquets instead of flowers. We are talking about an original initiative started in Málaga that tries to promote the consumption of fruit not just in our daily lives but also in events. Fruistería sells its bouquets all over Spain and receives orders from different countries.

VTR:

Fruits instead of flowers. That's the original characteristic of the bouquets made by these entrepreneurs. Fruistería, a business that has been running for several years, tries to promote healthy eating increasing fruit consumption.

DELFINA LÓPEZ
Fruistería

"Usually, we should eat five portions of fruit per day to be healthy. Original gifts. Instead of flowers, we give away fruits".

Fruits are presented with or without chocolate, with original shapes in a very attractive way.

DELFINA LÓPEZ
Fruistería

"Anything you want, like a flower made with a pineapple. Or maybe you think that a banana covered in chocolate is a beautiful thing."

ISABELA LÓPEZ
Fruistería

"We mostly work with pineapples and strawberries. With watermelons, during the season, and berries."

Since they opened their site, they have received orders from all over Spain and now from Portugal too. Clients near them pick up the bouquets in their workshop.

SANDRA ESCOBAR
Client of Fruistería

"It is a super fun way to motivate children to eat fruit, more natural things. And if you add chocolate, they are more than happy with it."

The number of orders they receive from abroad is growing, however, they are gifts for Spanish people.

ISABELA LÓPEZ
Fruistería

"We receive many orders from other countries, like France or the United States, which are gifts for people from here."

In this workshop, they make an average of five bouquets a day, and even prepare special tables for events.

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