



# THE POWER OF FRUIT

The people who work at smoothie company Froosh have high ambitions. As well as promoting the benefits of fresh fruit, they also want to reduce poverty in the developing world.

By Jessica Johansson Photos by Rasmus Flindt Pedersen



Anna Hagemann  
Rise of Froosh.

**F**roosh was founded in 2008 when the fresh and healthy takeout food and beverage trend was booming in the US and UK. The people at Froosh felt that the Nordic markets were ready for fresh smoothies, too.

They started creating smoothies made purely from fresh fruit, without any preservatives or added sugar. They distributed them in glass bottles, which are more environmentally-friendly than plastic bottles.

It turned out that the Nordic markets were more than ready for fresh fruit smoothies. Froosh grew from having three employees in Stockholm to having offices in Copenhagen, Stockholm, Oslo, Helsinki and Japan. Today, over 60 people work at Froosh.

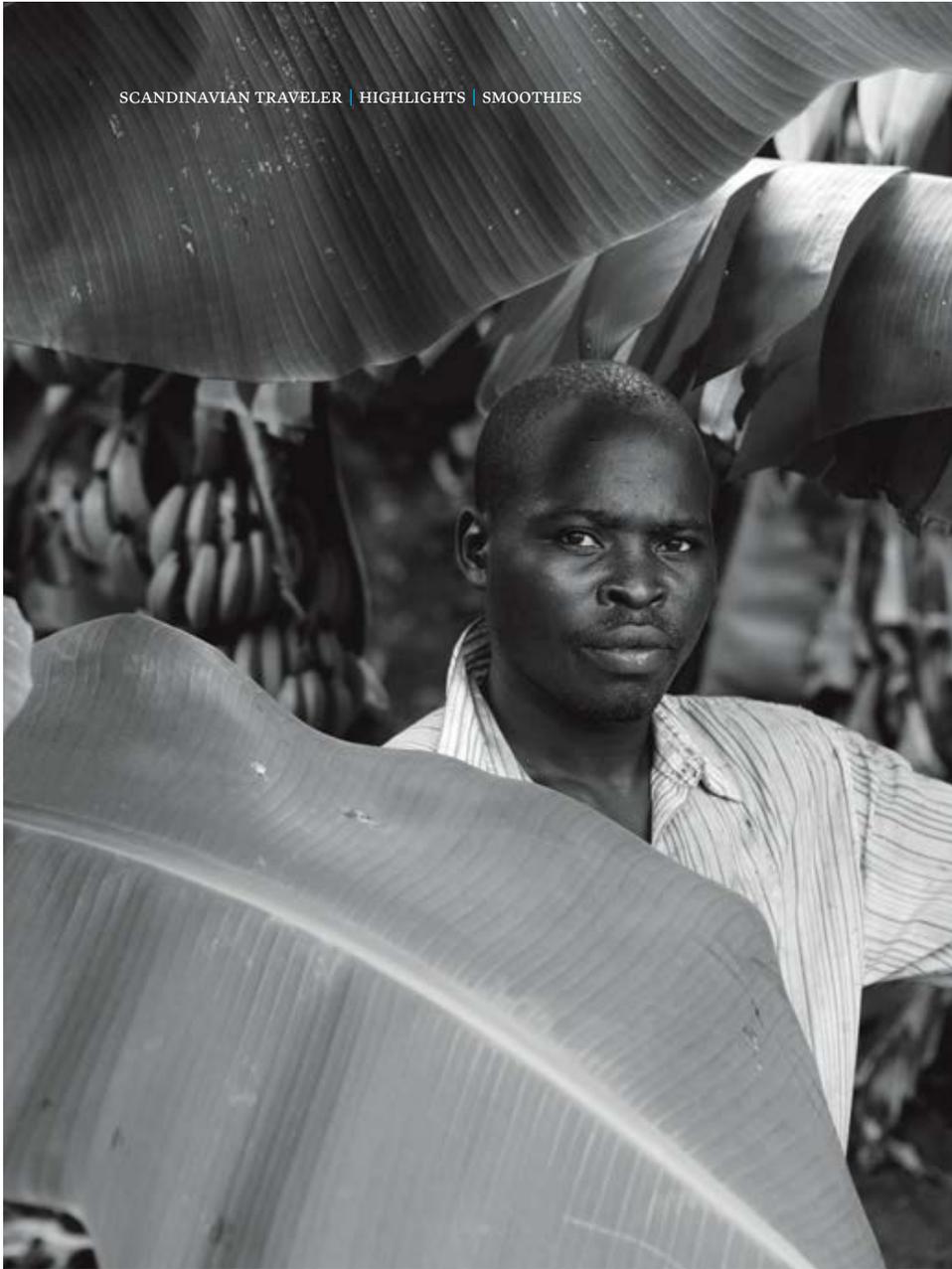
And the company has high ambitions, says Anna Hagemann Rise, Communication and Public Affairs Director at Froosh. As well as trying to get people to drink more fresh smoothies packed with vitamins from healthy fruit, the company wants to help reduce poverty in developing countries through promoting trade. →



## FROOSH SMOOTHIES

*Buy with points*

→ Froosh smoothies are made of 100% fresh fruit, without preservatives or added sugar. The original Froosh bottle is made of glass. The shorty smoothie, which is sold on all SAS flights in Europe, contains 150ml, or one portion of fruit, and is packed in a container made from environmentally-friendly cardboard.



Kevas George, a banana orchard worker in Malawi. Froosh hopes to support the farmers they work with through the message of trade not aid.

## THE SMOOTH TRAVELER

**Anna Hagemann Rise of smoothie company Froosh travels regularly for work. She has learned some tricks to survive long flights and to be prepared for a smooth arrival.**

→ To avoid jetlag, I avoid naps after arriving at destinations with time differences until it's time to go to bed. Eating light during the day of the trip is another way to avoid jetlag.

→ If I'm going to a business meeting or to do a lecture at a university and won't have a chance to check in to my hotel beforehand, I always put a pair of nice high heeled shoes in my laptop bag, and wear my comfy sneakers during the trip. Then I just change to the other pair of shoes when I arrive at the meeting.

→ When traveling from a cold country to a hot one, I wear thin, warm tights and maybe a skirt and layered thin blouses. That way I can take off the thin layers when I arrive at the hot destination and just put them in my handbag. Make sure to bring sandals in your carry-on – it's terrible to wear covered shoes in hot, sticky climates.

→ Always pack an extra outfit in your carry-on in case your suitcase is delayed.

→ Comfy earplugs, a facemask and good headphones are also musts.

→ I relax during long flights by listening to recorded nature sounds or to mindfulness meditation recordings.

“Trade is key for sustainable development in poor countries,” says Hagemann Rise. “At least 50% of the fruit we buy to make our smoothies comes from developing countries and mostly from pretty small fruit farms that are sometimes run by a family or a single farmer.”

**T**he company believes that these small fruit farmers can play a major role in helping their countries become more prosperous through job creation, generating foreign exchange and tax revenues. And by promoting this philosophy through its “fruit on a mission” program, Froosh hopes to support the farmers they work with and bring the message that trade can generate prosperity in a sustainable way to the wider world.

“We cannot continue to believe that we

can only help a poor country by sending them aid money,” says Hagemann Rise. “If we instead trade with them, we will help them to develop by themselves, through business. We call it trade, not aid.”

**A**s part of their fruit on a mission program, every staff member at Froosh gets to travel to fruit farms in the developing world to learn all they can about fruit and see with their own eyes the impact trade can have on building prosperous communities.

“First of all, we want our staff to know all about the fruit we use in our smoothies,” says Hagemann Rise. “How it is harvested and grown. But it’s also important that they get to see the living conditions of the farm workers and the impact the farms have on the communities. The income the →

Photo by Nisaky De Silva Photography



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## FOUR FREDERIKSBERG TIPS



Photo by Salon 39

Anna Hagemann Rise of Froosh lives in Frederiksberg, a fashionable part of Copenhagen known for its green spaces, cafés and shops. Here are her favorite places in the area.

### Café Granola

→ I come here for the perfect breakfasts. I like the rye bread and boiled eggs and the amazing atmosphere. It's on my favorite street in the heart of the city.

Væredamsvej 5 • granola.dk

### Sticks 'n' Sushi

→ Great service and sushi with a western twist as well as delicious Japanese drinks. You can also find branches of this restaurant in other parts of Copenhagen.

Gammel Kongevej 120 • sushi.dk

### Café Metropolitan

→ Owned by my husband, this is a popular central location that serves a great Aperol spritz and moules frites, as well as many other goodies. This is a perfect place to hang out with friends and family.

Solbjergvej 6 • metropolitan.dk

### Salon 39

→ You'll find the best after-hour drinks in Copenhagen here and the cocktails are mixed with freshly-pressed juices. They also serve dinner and the menu changes every month.

Vodroffsvej 39 • salon39.dk



Photo by Froosh

*'The income the farmer gets can help improve the living standards for the entire village'*



Anna Hagemann Rise is passionate about the role responsible business can play in reducing poverty.

farmer gets can help improve the living standards for the entire village. For instance, the profit from a banana plantation in Guatemala we work with has enabled the farmers to buy a small house that they don't have to pay rent for. They have built a school and even have classes for children with disabilities. They have also built a church and a health clinic for the workers and their families. In Ethiopia, we have also witnessed schools being built and teachers being paid as well as lunches being provided for the children - by the farms."

**H**agemann Rise is very passionate about the role responsible business can play in reducing poverty. And she loves to spread the word about how trade can help reduce poverty. She gives speeches regularly at different universities and business fairs.

"We also attended WomenDeliver this spring, the largest gathering in the world on women rights," she says. "And we got the chance to present our mission to the Danish Crown Princess as well as the Danish Minister of Foreign Affairs." ◦