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SEC Registration Number

F R U I T A S H O L D I N G S , I N C .

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(Company's Full Name)

N O . 6 0 C O R D I L L E R A S T .

B R G Y . D O N A J O S E F A Q U E Z O N C I T Y

(Business Address: No., Street City / Town / Province)

RUSHELL A. SALVADOR  
Contact Person

+(632) 8731-8886  
Company Telephone Number

SEC FORM 17-C

1 2 3 1  
Month Day  
Fiscal Year

FORM TYPE

0 7 2 5  
Month Day  
Annual Meeting

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Secondary License Type, If Applicable

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Dept Requiring this Doc  
Section

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Amended Articles Number /

[Empty box]

Total No. of Stockholders

Total Amount of Borrowings

[Empty box]

Domestic

[Empty box]

Foreign

To be accomplished by SEC Personnel concerned

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File Number

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SECURITIES AND EXCHANGE COMMISSION

SEC FORM 17-C

CURRENT REPORT UNDER SECTION 17  
OF THE SECURITIES REGULATION CODE  
AND SRC RULE 17.2(c) THEREUNDER

1. September 1, 2022  
Date of Report (Date of earliest event reported)
2. SEC Identification Number- CS201503014
3. BIR Tax Identification No.- 008-961-476-000
4. **FRUITASHOLDINGS INC**  
Exact name of issuer as specified in its charter
5. PHILIPPINES  
Province, country or other jurisdiction  
of incorporation
6.  (SEC Use Only)  
Industry Classification Code
7. 60 CORDILLERA ST. COR. E. RODRIGUEZ SR. AVE. QUEZON CITY 1113  
Address of principal office Postal Code:
8. (02)8243-1741  
Issuer's telephone number, including area code
9. N/A  
Former name or former address, if changed since last report
10. Securities registered pursuant to Sections 4 and 8 of the RSA

Title of Each Class	Number of Shares of Common Stock Outstanding and Amount of Debt Outstanding
<u>Common</u>	<u>2,133,680,000</u>

11. Indicate the item numbers reported herein: ITEM 9- OTHER EVENTS

The company hereby submits the Material information/ Transaction of Fruitas Holdings Inc.

As the nation and the economy moves out from under the covid pandemic difficulties, the company is aggressively pursuing optimized distribution through expansion better suited to current market realities.

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A combination of initiatives will allow Fruitas and its subsidiaries to reach customers more efficiently and will provide many more strategic locations from which our customers can avail of a wider array of Fruitas and its third-party curated products.

A pillar of the optimized distribution strategy will be the formal launch of FRUIT's cloud kitchen venture which will carry the Nube Kuxina brand in strategic locations to provide access to as many customers as possible within reasonable distance. The new venture will put together existing food brands including Balai Pandesal, recently announced acquisition - Ling Nam, Sabroso Lechon, De Original Jamaican Pattie, and other food products with the traditional beverage offerings which will complement the food brands.

The company will leverage on the internal logistics capabilities and partner with third-party service providers to deliver the best experience to its customers.

FRUIT is also expanding the number of platforms on which its online store Babots Mart is available to boost its ecommerce business. Babots Mart is now available on Shopee and Lazada in addition to Grabfood and foodpanda. FRUIT is also pushing its own ecommerce website, [www.babotsmart.com](http://www.babotsmart.com).

FRUIT has partnered with other third-parties to complement its own food and beverage offerings which continues to grow. The most recent addition in the list is the famous Japanese brand, Fuwa Fuwa, which will offer its well-loved sweet buns in 10 Balai Pandesal stores within Metro Manila. The Japanese brand, owned by Nippon Premium Bakery, has been a staple in most Filipino households for the past years. The sweet buns which will be available starting September 1, 2022 shall be offered in five different flavors: Matcha, Custard, Sweet Cream Cheese, Choco, and Red Bean with Vanilla Cream.

FRUIT eyes to further expand the list to provide a more complete and convenient buying experience to its customers. As of August 2022, the group has 720 stores nationwide and of which, operating 106 community stores under the Babot's Mart, Soy & Bean, and Balai Pandesal brands.

Attached is the Press release in relation to above material information/transaction.


## SIGNATURES

Pursuant to the requirements of the Securities Regulation Code, the issuer has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**FRUITAS HOLDINGS INC.**

Issuer

Date

  
\_\_\_\_\_  
RUSHELL A. SALVADOR  
Compliance Officer

01 September 2022



September 1, 2022

### **Fruitas aggressively pursues optimized distribution and announces cloud kitchen venture**

Manila, Philippines - Fruitas Holdings Inc., is the leading food and beverage community store and kiosk operator and is listed on the Philippine Stock Exchange under the symbol "FRUIT". As the nation and the economy moves out from under the covid pandemic difficulties, the company is aggressively pursuing optimized distribution through expansion better suited to current market realities.

A combination of initiatives will allow Fruitas and its subsidiaries to reach customers more efficiently and will provide many more strategic locations from which our customers can avail of a wider array of Fruitas and its third-party curated products.

A pillar of the optimized distribution strategy will be the formal launch of FRUIT's cloud kitchen venture which will carry the Nube Kuxina brand. "We have been strategically acquiring food brands over the past two and a half years. It makes sense to put all of our food brands together in strategic locations to provide access to as many customers as possible within reasonable distance. These include Balai Pandesal, recently announced acquisition Ling Nam, and our Sabroso Lechon, De Original Jamaican Pattie, and other products. Our traditional beverage offerings will be a perfect complement to these food brands," said Lester Yu, FRUIT President and CEO.

"We will leverage on our internal logistics capabilities and partner with third-party service providers to deliver the best experience possible to our customers," he added.

FRUIT is also expanding the number of platforms on which its online store, Babot's Mart, is available to boost its ecommerce business. Babot's Mart is now available on ecommerce giants, Shopee and Lazada. FRUIT is also pushing its own ecommerce website, [www.babotsmart.com](http://www.babotsmart.com).

FRUIT has partnered with other third-parties to complement its own food and beverage offerings. Its list of third-party partners continues to grow and now includes the well-known Alaska milk products, UCC Philippines for its 3-in-1 coffee, Villa Socorro Farms for their banana and camote chips, favorite household snacks from Chef Tony Popcorn and Nacho King, Bahay Pastulan (Good Shepherd) in Tagaytay City for their famous peanut butter and coco jam, Zesto Philippines featuring its fruit sodas, social-impact group Hope in a Bottle for its bottled water, Coconut King offering its virgin coconut oil, AB Foods for their Twinings Tea and Ovaltine, and various sandwich spreads from Mondelez Philippines and Century Pacific Food.

The most recent addition to the list is the famous Japanese brand, Fuwa Fuwa, which will offer its well-loved sweet buns in 10 Balai Pandesal stores within Metro Manila. The Japanese brand, owned by Nippon Premium Bakery, has been a staple in most Filipino households for the past years. The sweet buns which will be available starting September 1, 2022 shall be offered in five different flavors: Matcha, Custard, Sweet Cream Cheese, Choco, and Red Bean with Vanilla Cream.

FRUIT eyes to further expand the list to provide a more complete and convenient buying experience to its customers. As of August 2022, the group has 720 stores nationwide and of which, operating 106 community stores under the Babot's Mart, Soy & Bean, and Balai Pandesal brands.

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Fruitas Holdings Inc., listed on the Philippine Stock Exchange under the symbol FRUIT, is the leading operator of small-footprint food and beverage retail stores in the Philippines. From a single Fruitas stall opened in 2002, the group now operates over 25 brands in its portfolio, which includes well-loved food concepts Fruitas Fresh from Babot's Farm, Buko Loco, Buko ni Fruitas, De Original Jamaican Pattie, Johnn Lemon, Juice Avenue, Black Pearl, Friends Fries, The Mango Farm, 7,107 Halo Halo Islands, Tea Rex, Kuxina, SHOU La Mien Hand-Pulled Noodles, Sabroso Lechon, Soy & Bean, and Ling Nam. It recently launched Fruitas dairy-based ice cream and the Soy & Bean soy product line, including Soy & Bean soy-based ice cream, and is opening a number of Babot's Farm, Soy & Bean and Balai Pandesal community stores. Certain Fruitas products are available for delivery in Metro Manila through CocoDelivery, accessible by reaching 0961 309 0909 via Viber, dialing the following numbers: (02) 8330 2889 (PLDT), 0961 308 0808 (Smart), and through [babotsmart.com](http://babotsmart.com), and in Metro Cebu. For more information, visit: <http://fruitasholdings.com/>



*The foregoing disclosure contains forward-looking statements that are based on certain assumptions of Management and are subject to risks and opportunities or unforeseen events. Actual results could differ materially from those contemplated in the relevant forward-looking statement and FRUIT gives no assurance that such forward-looking statements will prove to be correct or that such intentions will not change. This Press Release discloses important factors that could cause actual results to differ materially from FRUIT's expectations. All subsequent written and oral forward-looking statements attributable to the FRUIT or persons acting on behalf of the Group are expressly qualified in their entirety by the above cautionary statements.*