

CASE STUDY

SURI FRESH EXTRACT
EXPERIENCE THE DIFFERENCE

FOOD AND BEVERAGE MANUFACTURING



FRESH PRODUCT GETS A

FRESHER PERSPECTIVE

ON DIGITAL PLATFORMS!

CHALLENGES:



Adopting to digital marketing



Increasing prospective partners



Direct consumer-specific branding



Geographical spread

BENEFITS:



Customised Branding for Digital Platforms



Collaborations for business outreach



Better interaction with end consumers



Scaling up of the business



THE BACKGROUND:

Suri Fresh Extract (SFE) is among the largest distributors and importers of fresh produce and manufacturers of cold press juices providing innovation, technology, and sustainable growth to the Indian fresh produce sector. Having invested heavily in the Fresh Fruit Industry and with 75 years of experience, SFE has the ideal access and supply chain conditions for juicing and processing. Not only do they have sustainable technology that keeps fruits fresh, but the by-products like cold-pressed juices are also formed without any preservatives. However, with Marketing activities for most industries making a shift to the Digital platform, SFE were in need of a comprehensive solution-providing partner that could augment the brand on various social media platforms. They approached Moris to be their brand partners to establish their presence on social media and also reach out to the connections that matter.



THE MORIS “DIAGNOSTICS”:

Moris was able to identify that SFE had all the right assets that could be harnessed to create a winning presence on social media platforms. It was all dependent on creating a customised branding strategy specifically for all the social media platforms, where the client wanted to highlight their presence. We identified that the client had both B2B and B2C requirements. B2B clients would be prospective partners that could contribute to the expansion of the client's business across geographies. In contrast, a B2C strategy would build brand presence for the products in the minds of consumers. Therefore, a LinkedIn campaign focusing on Lead Generation and effective content helped address the B2B challenges. The end consumers were also effectively connected with attractive campaigns specifically created for the Facebook and Instagram audience. The strategies and execution were therefore broken up into 4 critical activities:



THE PRESENT-DAY SCENARIO:

The Food and Beverage Manufacturing industry is highly dynamic and the end consumer holds all the cards. Therefore, all marketing campaigns need to be continuously updated to continue capturing the pulse of the target audience. SFE has worked effectively with Moris because of our transparency in allocating a specific team to execute their campaign. This has not only helped them in making the right business connections through LinkedIn for expanding the business but also create the desired brand identity within the target customers. A journey that started with a trial period of one month has now been extended to six months with a mutual understanding that we will be partnering with SFE long-time in augmenting their digital presence.



SURI FRESH EXTRACT
THE DIGITAL REVOLUTION
 Our Indian Wholesale Fruit Industry Deserved!
 • Transparent & Easy Ordering
 • Real-Time Availability
 • One-Click Delivery

MR. MANAV SURI
 Chief Operating Officer

THIRTY3
Fresh From Farms To Your Glass!
 To Acquire The Real Fruit Goodness And Freshness For Cold-Pressed Juices.

SURI AGROFRESH
HIMACHAL APPLES
 AVAILABLE FOR SALE AT SAF.
 DOWNLOAD THE SAF GREEN APP NOW

SURLEXTRACT
The Reach Of Mizoram Pineapples Just Got Broader.
 The Most Famous Mizoram Pineapples Flagged Off To Saf Fresh Extract Making Them Accessible All Over North India.

SURI FRESH EXTRACT
 EXPERIENCE THE DIFFERENCE

COLDPRESSED JUICES

THIRTY3
Chilled Juices, Building The Taste Of Paradise.
 Sugarcane - Pomegranate - Aamras - Valencia Orange - Berry Delight and Many More!

SURI FRESH EXTRACT
 Provides Fresh Fruits To **Local Vendors** & A TASTE OF FRESHNESS TO ALL!

Do You Use the **SAF Green App**?
 What Is Your Favorite Feature?
 What Would You Like To Change?

SURI FRESH EXTRACT
 Ally In Superior Quality Freshness.
 No Added Sugar | No Preservatives | No Additives | No Added Water
Just Supreme On Health.

CHILLED AND FROZEN COLDPRESSED JUICES

In-House Brand - Thirty3: Sugarcane, Pomegranate, Aamras, Valencia Orange, Berry Delight, Apple, Pineapple, Watermelon
White Label: Mixed Fruit, Apple Beetroot Carrot, Valencia Orange, Pineapple, Sugarcane, Apple
Private Label: Mixed Fruit, Apple Beetroot Carrot, Valencia Orange, Pineapple, Sugarcane, Apple

FROZEN FRUIT PREMIXES FOR SHAKES AND SMOOTHIES

Mango Coco | Berry Delight - Strawberry Blueberry | Hass Avocado with Coco Milk | Mixed Fixed Smoothie | Mango Chia | Sungold Kiwi

CHILLED DIPS

Guacamole | Hummus | Tomato Salsa | Peri Peri Salsa

OTHER PRODUCTS

Chilled & Frozen Oatmeals | Apple and Pineapple Chips (still in R&D phase)

USP OF OUR PRODUCTS:

No sugar, preservatives, additives, concentrates and water

OUR CLIENTS

SURI FRESH EXTRACT
 EXPERIENCE THE DIFFERENCE
 Looks forward to seeing you at
ASIA FRUIT LOGISTICA
 2-4 November 2022

FROM THE LAP OF NATURE TO THE PLATE IN THE LAP
 Fresh Fruit Made Available All Over India.
ON SAF GREEN APP.

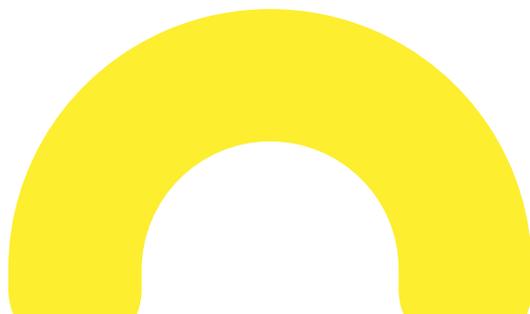
SURLEXTRACT
VALENCIA ORANGE by THIRTY3
 is now available in **AIR INDIA BUSINESS AND FIRST CLASS**
 Enjoy The Taste of Freshness In The Air!

Conserving The Flavor Of **Farm-Raised Fruits**
 Through Innovative & Sustainable Resources.
SURI FRESH EXTRACT

Enjoy

Turn Your Snack Time Into Fruit Time!
 Come On, The Clock Is Ticking!

THIRTY3
 AN ANSWER FOR YOUR HEALTH!
 The Gateway To Profound Variety Of Delicious & Healthy Cold-Press Juices.



IN THE WORDS OF THE CLIENT:



ROOPAM SURI

BRAND MANAGER, SURI AGRO FRESH PRIVATE LIMITED



“ Moris Believes in client success and they have an array of tools and expertise to make that happen. Best of all, they have a talented, dedicated, and highly responsive team that is open to ideas! They constantly solve our digital marketing woes and have never failed to deliver our requests and expectations. Truly grateful for all the efforts they’ve put in for SFE! ”



Even an established business needs to
reinvent its strategies
for adopting to the changing dynamics in

Digital Marketing; the

DIGITAL DOCTORS

at Moris can effectively implement this for you.



Get Seen, Heard, & Remembered!



DISCLAIMER:

Note: Moris as a principle does not believe in showcasing the names of its clients in lines with the strictest abidance to a Non-Disclosure policy. However, we are sharing some of our success stories as we have received specific consent from our clients from the same!