



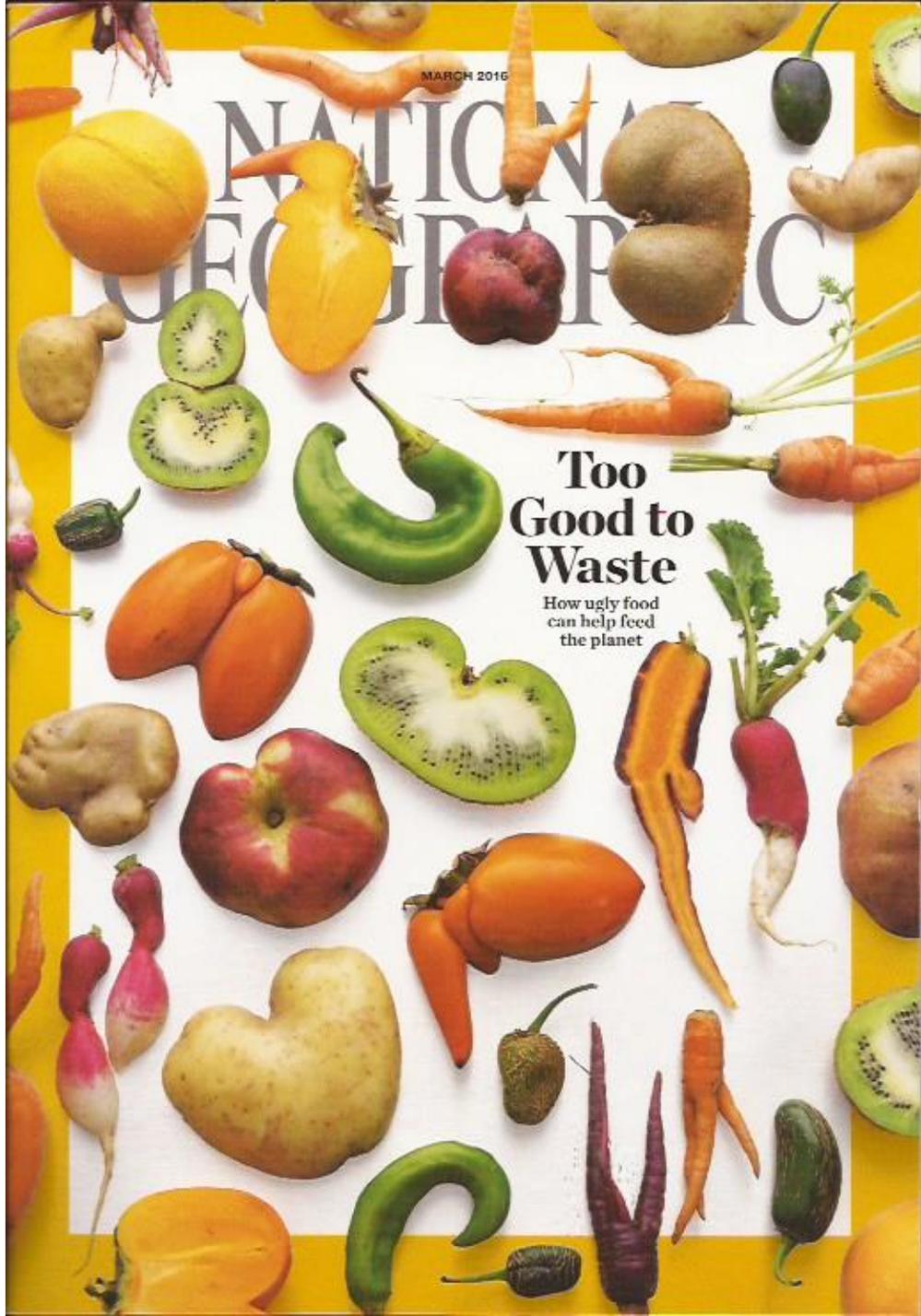
IMPERFECT™
p r o d u c e

MARCH 2016

NATIONAL GEOGRAPHIC

Too Good to Waste

How ugly food
can help feed
the planet















Concurrent Picking at Ocean Mist (Imperfects on left, OMF quality on right)







Redefining beauty in produce.

Because all fruits and veggies deserve to be loved.



IMPERFECT™
produce

#loveuglyfood

IMPERFECT™
produce



MORE TO LOVE

Image: Uli Westphal
Imperfect is a trademark of Imperfect Foods, SPC.



WE GREW UP TOGETHER

IMPERFECT™
produce

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#loveuglyfood

Imperfect is a trademark of Imperfect Foods, SPC. Image: Uli Westphal



IT'S LIKE YOUR TASTEBUDS JUST SAW A DOUBLE RAINBOW

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#loveuglyfood

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PART OF A BALANCED DIET

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IMPERFECT™
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LOVE AT FIRST BITE

Image: Uli Westphal
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BURSTING AT THE SEAMS WITH FLAVOR

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MY CURVES ARE GOOD FOR YOU

Image: Uli Weerphal
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produce

Image: Uli Westphal