

FRUIT PALEO WRAPS

example with fruit

*Blueberry, strawberry,
orange, kiwi*

*Banana, grapes,
strawberry*



Just an example among an enormous range of possible combinations

*Strawberry, banana,
melon, apricot*



concept

Paleo-wraps are the perfect healthy tortilla alternative for people who pay great attention to what they put into their body. They are completely raw tortillas, made only of unadulterated coconut, coconut meat, coconut water and coconut oil. Gluten-free, no salt added, vegan, low in calories and carbs but tasty and great to be stuffed with fresh fruit and vegetables ... what do you want more? I know what I'm talking about: Paleo-wraps have been my daily breakfast since months. A breakfast full of colors and joy! Well, it would be even better if I could find it ready to eat in the chilled area of supermarkets, also because Paleo-wraps are quite difficult to find in many countries. I hope that Florette will make my dream come true :)

So ... this concept is actually my everyday breakfast, and I can assure you that it is incredibly tasty, colorful, fulfilling, healthy and satisfying! You have to use a Paleo-wrap as a classic tortilla, and stuff it with fresh fruit or fresh vegetables. Together with them, add a stuffing made of ricotta with a hint of organic honey — if you are using fruit — or made of ricotta with a hint of salt, chili and pepper — if you are using vegetables. You can also add a bit of granola, seeds or dried fruit for a crunchy touch. This amazing Fruit (or Veggie) Paleo Wraps can be sold already cut into pieces, ready to be eaten in just one bite, or entire. In this second case, I suggest you to cover them with a final layer of rice paper. This way, you can create incredibly beautiful and tempting effects adding extra-fruit and vegetables between the wrap and the rice paper. Rice paper is transparent, and this is what you will see (see next page)! How amazing is it?



Paleo wraps stuffed as described but left entire, and covered with rice paper extra fruit and veggies are put between the wrap and the rice paper to create this awesome effect.



I imagine the perfect packaging: a tray with a transparent lid, which allows you to see inside and crave for those beauties.



A balanced breakfast

Fruit and Veggies Paleo-Wraps are a wholesome, balanced breakfast. They have all the vitamins, good carbs and fibers of fruit/vegetables, the milk enzymes and calcium of the ricotta stuffing, the good fats of the granola/dried fruits and of the coconut wrap, which is actually very low in calories. I have no doubts that this can be the next big thing, capable to change the breakfast habits of many health-conscious people.



Why would people choose your solution over anything else? What's unique about it?

Its composition is absolutely unique, as it is based on Paleo Wraps ... there is nothing like this on the market. The result is a fabulous breakfast, healthy, balanced, colorful and tasty. It keeps you full for long and its beautiful colors and shapes really uplift your mood.

What is the benefit for the consumer that the brand could claim?

A unique wrap, low in calories and bad carbs, but rich in fibers, vitamins and good carbs. A rolled-up rainbow that leverages on all the benefits of the Paleo-wraps and of fresh fruit/vegetables.