Welcome... please press to navigate
Who are BanaBay?

BanaBay is one of the largest growers and exporters of premium fruit from Ecuador and other regions, supplying retail, wholesale and foodservice organisations worldwide.

BanaBay is an independently owned business and not a huge conglomerate. When you work with BanaBay you are supporting people not just a company. Headquartered in the UK, we have established owned offices at Atlanta, Georgia in the United States, as well as Shanghai in China, with plans for more regional offices in the pipeline.
Our Mission Statement

"Our mission is to be the number one choice for our customers by consistently providing best-in-class product quality and excellent service."
As we enter our third year in business, BanaBay has doubled the size of its UK headquarters to accommodate new staff members to service growing demands for its fresh produce globally.
### Our Produce

**Who are BanaBay?**

**Our Produce**

**Our family owned Plantations**

**Certifications**

**Corporate Social Responsibility**

**What does BanaBay mean to its Customers?**

- **Premium Quality** Conventional Cavendish Bananas
- **Organic & Fairtrade** Cavendish Bananas
- Baby bananas
- Plantains
- Pineapples
- Mangoes
- Limes
- Apples

Please press for more information...
BanaBay’s Premium Quality Conventional Cavendish Bananas are sourced from Ecuador and Dominican Republic.

Nutritional benefits
Bananas are a good source of potassium, an essential mineral for maintaining normal blood pressure and heart function.

Even though bananas are a fruit that tastes quite sweet when ripe - containing 14-15 grams of total sugar - bananas receive a rating of low in their glycemic index (GI) value. GI measures the impact of a food on our blood sugar. This low GI value for bananas is most likely related to two of their carbohydrate-related qualities.

The unique mix of vitamins, minerals, and low glycemic carbohydrates in bananas has made them a favorite fruit among endurance athletes. Their easy portability, low expense, and great taste also help support their popularity in this exclusive group.
Organic & Fairtrade Cavendish Bananas

Many shoppers seek out Organic, Fairtrade or Organic Fairtrade certified produce, which is farmed using sustainable techniques, thus protecting the environment for future generations and supporting local livelihoods.
Our Produce

BanaBay BanaBinos are sourced from our family-owned plantations in Ecuador.

Baby bananas

Our very own BanaBinos, BanaBay’s premium quality baby bananas extend the offering to specifically appeal to the children’s market, encouraging healthy snacking. BanaBino baby bananas have bright yellow skin and dense creamy flesh with a slightly sweeter taste. The compact portion size has novelty value and fits neatly into school lunch boxes.
Plantains

These ‘cooking’ bananas are grown in Ecuador where the best plantains come from. BanaBay plantains are a traditional green variety. A popular ingredient in South American cuisine, the fruit is increasingly in demand for savoury dishes in other parts of the world.

BanaBay plantains are sourced from our family-owned plantations in Ecuador.
Pineapples

BanaBay MD2 Golden variety pineapples have a golden skin colour when mature, with sweeter pulp, lower fibre and acidity than other varieties. Conventional organic BanaBay pineapples can be supplied with or without crowns.
Our BanaBay mangoes are Tommy Atkins, Ataulfo and Kent varieties, chosen for their well-balanced juiciness and sweetness, they are individually vetted by BanaBay’s quality control team to ensure consistency of fruit quality. This extension to BanaBay’s portfolio of premium quality tropical fruit has been driven by demand from customers already stocking the brand’s premium banana and pineapple ranges in Australasia and the USA.
Limes

Our premium quality Persian seedless limes are cultivated in perfect conditions on GlobalGAP certified farmland. Their fresh, juicy flavour makes them popular for cooking, particularly in Asian cuisine where the zest and leaves can be used as well as the juice. They also provide a perfect accompaniment to seafood and add a distinctive note to refreshing drinks.
Our BanaBay apples are Royal Gala, NZ Queen, Pacific Rose and Braeburn varieties. With a crisp, crunchy texture and intense sweet flavour, our apples are ripened slowly and naturally, to achieve optimum colour and firmness before being harvested and shipped; High in fibre, packed with vitamins and anti-oxidants, apples are one of the most popular fruits in the world – delicious in pies, the perfect complement to cheese and an ideal easy-to-eat healthy snack!
The story of BanaBay’s extraordinary success starts with our plantations in the fertile regions of Los Rios and El Oro in Ecuador, a country recognised as one of the world’s top producers of bananas, thanks to its year-round sunshine, rich soil and perfect growing conditions. Our plantations have been operated successfully by the same family for over thirty years, so as growers we offer our customers the reassurance of deep industry experience, as well as the unique opportunity to source premium quality fresh produce, directly from origin.
Complete Control and Traceability
As a group we oversee more than 6,000 hectares of banana plantations, which enables us to produce over 300,000 boxes per week. We manage a constantly expanding production operation to ensure we stay ahead of our steep demand curve.

The unbroken cold chain is managed and controlled from field to store by BanaBay, enabling us to deliver fresh, healthy, great tasting produce that’s free of additives or preservatives—while efficient control of the end-to-end supply chain means that we also provide improved reliability, increased flexibility and overall better customer service!
Alternative Sourcing Options

As a fast growing fresh fruit brand, BanaBay has secured new sourcing agreements with independently audited plantations in Dominican Republic, Mexico, Columbia, Peru, Costa Rica and the Philippines. This enables us to offer you security of supply and allows us to meet the rapidly rising demand for our high quality produce.
Who are BanaBay?

Grown on over 6,000 hectares of GlobalGAP accredited plantations, we are proud to hold, amongst other international quality standards, Fairtrade and Fairtrade Organic certifications.
High Quality Packing Solutions

Our innovative packaging solutions are specially designed to protect our produce during transportation, ensuring it reaches its destination in optimum condition and packed to customers’ particular requirements.

BanaBay produce is transported and shipped to global destinations in refrigerated containers. After arrival at the destination ports, the containers are unloaded and transferred to ripening facilities, before being taken to distribution centres or delivered directly to the customer by refrigerated transport.
Our commitment to our social and environmental responsibilities is the heart of our operation, contributing to better livelihoods, housing and education for our workers and their families. We maintain soil fertility, enhance water quality, manage waste responsibly and are constantly working to protect the biodiversity of our local habitats.
Each year, through our plantation’s charitable trust, we select a local neighbourhood where there are plenty of children and organise a special treat to celebrate the joy of Christmas. In December 2014, 80 children and their parents in a town based just outside Machala in El Oro province where BanaBay has its banana plantations, enjoyed food, gifts, surprises, clowns and a magic show, courtesy of the company.

BanaBay works with various charities around the world, including the World Cancer Research Fund (WCRF) as an official banana supplier and sponsor to help promote the importance of healthy eating in preventing disease.

Michael Smeaton, fundraiser for WCRF, said: “We chose this new brand of premium quality bananas and they agreed to help us communicate the importance of eating well to reduce the chances of developing serious illness”.

“
BanaBay is committed to promoting a healthy lifestyle and encouraging consumers to eat more fresh fruit using marketing tools and athletic partnerships. We have recently recruited British athlete and Team GB Olympic hopeful Mike Edwards as a brand ambassador to promote healthy eating habits amongst British schoolchildren and sports lovers all over the U.K.

“My partnership with BanaBay will help me explain to kids in a very visual way that taking part in sport is a real commitment and part of that is down to eating the right, healthy, energy-packed foods” Mike Edwards, British High Jump Athlete.
At BanaBay we understand in addition to excellent quality fruit, our customers expect flexibility, reliability and exceptional value. Our philosophy is to develop and nurture long-term business relationships based on trust and mutual respect. Therefore, our commitment to you is to provide premium quality products, backed by outstanding customer service and efficient control of the end-to-end supply chain.
Why BanaBay?

<table>
<thead>
<tr>
<th>Certifications</th>
<th>Our Produce</th>
<th>Our family owned Plantations</th>
<th>Corporate Social Responsibility</th>
<th>What does BanaBay mean to its Customers?</th>
</tr>
</thead>
<tbody>
<tr>
<td>BanaBay is a global brand with over 30 years’ experience as a grower</td>
<td>Delicious, great tasting produce</td>
<td>• Although we have plantations in Ecuador, we are headquartered in the UK, and have offices in USA, China and Ecuador</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our produce is expertly grown and harvested in over 6000 hectares of our own plantations in Ecuador</td>
<td>• Our range of ethically-sourced and delicious tasting fruit is constantly expanding</td>
<td>Sustainably farmed and ethically operated, all our farms are GlobalGAP, FairTrade and Soil Association certified</td>
<td>To ensure security of supply, we can offer alternative sourcing from the Dominican Republic, Mexico, Columbia, Peru, Costa Rica and the Philippines</td>
<td></td>
</tr>
<tr>
<td>Sustainably farmed and ethically operated, all our farms are GlobalGAP, FairTrade and Soil Association certified</td>
<td>• BanaBay have the ability to provide variable volumes linked to our customers market conditions and requirements</td>
<td>Packaged in our own facilities and then shipped to global destinations, our customers source directly from origin</td>
<td>BanaBay represent a better choice, better service, Simply Better Fruit</td>
<td></td>
</tr>
<tr>
<td>Packaged in our own facilities and then shipped to global destinations, our customers source directly from origin</td>
<td>Direct sourcing means increased control, improved flexibility and overall better customer service</td>
<td>Direct sourcing means increased control, improved flexibility and overall better customer service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct sourcing means increased control, improved flexibility and overall better customer service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• 1,000 followers across all major social media platforms. BanaBay is fast becoming a reputable fresh produce brand online.

• Our dedicated digital marketing team actively engages online by holding fun and exciting social media events such as the '#SuperSmoothie Giveaway'!

• We aim to become one of the strongest fresh produce brands online through consistent, relevant and qualitative content.

BanaBay Limited
The Gatehouse
2B Victoria Works
Vittoria Street
Birmingham, B1 3PE

Global Sales:
Telephone: +44 (0) 121 392 8750
E-mail: sales@banabay.com

Marketing:
Telephone: +44 (0) 121 392 8753
E-mail: marketing@banabay.com

www.banabay.com