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**FOR IMMEDIATE RELEASE**

**The London Produce Show & Conference Hosts European Premiere Of Frieda Caplan Documentary**

*Fear No Fruit, a film about the 'Queen of Specialty Fruit' Frieda Caplan, will make its European premiere during a private screening hosted by the largest produce show in the UK.*

**LONDON — 22 May 2015** — The London Produce Show and Conference welcomes the British food media and produce industry members to London's One Aldwych Hotel for a private screening of documentary [\*Fear No Fruit\*](#) on Thursday June 4, 2015, at 19:30.

*Fear No Fruit* chronicles Frieda Caplan's rise from being the first woman entrepreneur on the Los Angeles Wholesale Produce Market in the 1960s, to transforming American cuisine by introducing over 200 exotic fruits and vegetables to US supermarkets with Frieda's Inc. Still coming to the office at 91 years old, Frieda inspires and advises her daughters and granddaughter to carry on the business legacy.

Seating is limited for the invitation-only, private showing held in the Screening Room at One Aldwych Hotel, located at 1 Aldwych, London. Refreshments and canapés will be served in the lobby bar from 18:30, before the film starts at 19:30.

Frieda's eldest daughter, Karen Caplan, the current CEO of Frieda's Inc, will answer questions during a brief Q&A session after the showing.

"It is an extraordinary privilege to bring this film to London and to host its European premiere," says Jim Prevor, editor-in-chief of PRODUCE BUSINESS magazine and founder of The London Produce Show and Conference. "Frieda Caplan is more than a produce industry icon; she helped bring about the 'foodie culture' that so defines today's culinary scene. Frieda built her company and reputation on bringing the most interesting fruits from around the world to America. By hosting this film, we get to introduce one of the most extraordinary Americans to England, Europe and the world at large."

Influential U.S. produce veterans and culinary masters making cameos in the film include: Dick Spezzano of Spezzano Consulting Services; Tonya and Rick Antle of Tanimura & Antle; Chef Susan Feniger and Chef Mary Sue Milliken, both American chefs, restaurateurs and cookbook authors seen on various Food Network shows.

**-Notes to Editors-**

**About Frieda's Inc.**

With more than 50 years of fresh produce innovation, Frieda's Specialty Produce continues to change the way America eats fruits and vegetables. Founded in 1962 by Frieda Caplan, Frieda's was the first wholesale produce company in the U.S. to be founded, owned, and operated by a woman, and is still a family- and women-owned business today. Frieda's introduced more than

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200 specialty items to U.S. produce departments, including Kiwifruit, Spaghetti Squash, Habanero Peppers, Sunchokes®, Stokes Purple® Sweet Potatoes, Sangria and Fiore Viola Artichokes, and many more. Connect with Frieda's on Facebook, Twitter, Instagram, YouTube, Pinterest, and at Friedas.com.

### **About The London Produce Show and Conference**

The screening takes place during The London Produce Show's second annual conference held at the Grosvenor House on June 3-5, 2015. During the show's first year, the boutique trade exhibition attracted 128 exhibitors from 41 countries and more than 1,100 visitors from 45 nations and every continent of the world.

This year's conference features a wide range of international produce buyers from the retail, foodservice and wholesale sectors given unrivalled access to the deliberately limited number of exhibitors, both during the exhibition and at a series of networking occasions.

Educational seminars and workshops, chef demonstrations, an extensive student programme and tours to industry locations in and around London provide further opportunities to meet, share and learn from some of the world's fresh produce thought- and practice-leaders.

Presented jointly by the U.K.'s trade association for the fruit, vegetable and flower industries, FRESH PRODUCE CONSORTIUM (FPC), and PRODUCE BUSINESS magazine, the conference provides a forum for retail, wholesale and foodservice buyers from not only the U.K., but Scandinavia, Europe, Canada, the U.S., South Africa, the Middle East and Russia to indulge in international flavour and create opportunities to generate new business far beyond the British border.

### **Release Info:**

Distributed by digital entertainment curator FilmBuff, *Fear No Fruit* is available worldwide on VOD 23 June 2015 on all major platforms, which include iTunes, Amazon Instant Video, GooglePlay, XBOX Video and Vudu. For more information, please visit the film's website [FearNoFruit.com](http://FearNoFruit.com)

### **Film Media News:**

*Fear No Fruit* has been selected for Sheffield Videotheque as part of the 2015 Sheffield Doc/Fest (June 5-10, 2015). Festival delegates will be able to digitally screen the film starting June 5. Visit [SheffDocFest.com](http://SheffDocFest.com) for additional details.

### **Social Media:**



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