



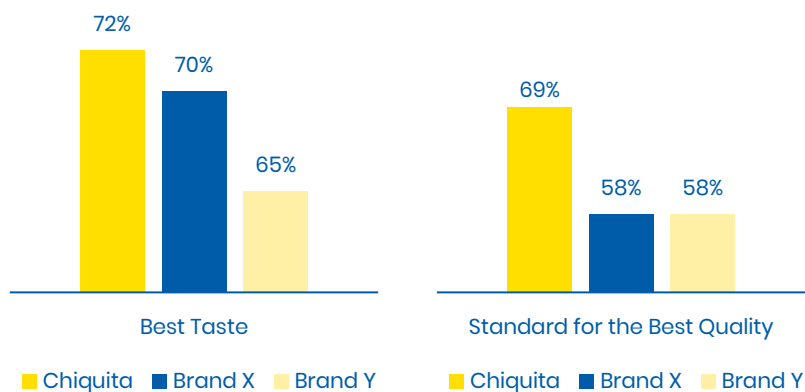
Best taste and best quality Chiquita bananas in the eyes of consumers

Chiquita periodically conducts brand research studies across several markets to stay attuned to what consumers look for in their bananas, and what inspires them to develop and maintain loyalty to a particular brand. Based on the results of recent brand health tracker studies across several markets, the perception of superior taste and quality are the primary factors that drive consumers' commitment to a particular banana brand. **Chiquita bananas perform exceptionally well in both of these attributes.**

Chiquita engaged the services of Kantar Market Research company to conduct the Brand Health Tracker study for Germany, Greece, Italy, Netherlands, Sweden and the U.S.A. A minimum of 500 online respondents per country were involved in the research with individuals ranging in age from 18-64, an who had recently consumed the leading banana brands in their market.

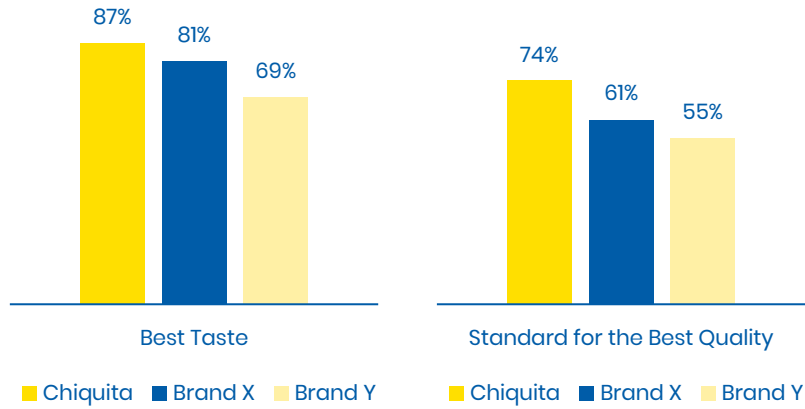
The various market graphs below demonstrate that Chiquita excels in the perception of superior taste and quality in comparison to the competition

Germany

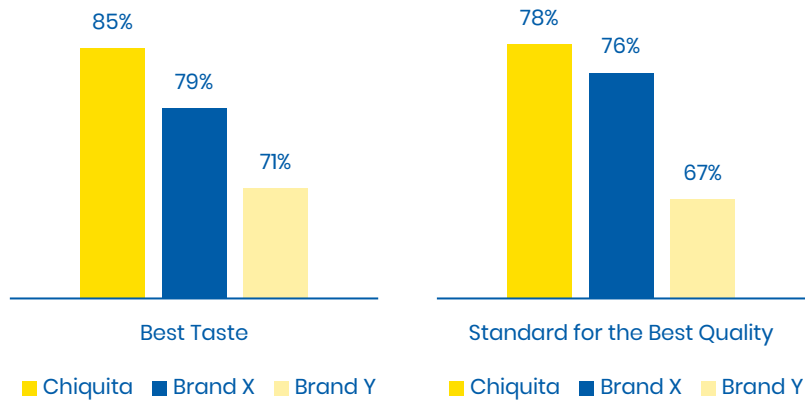




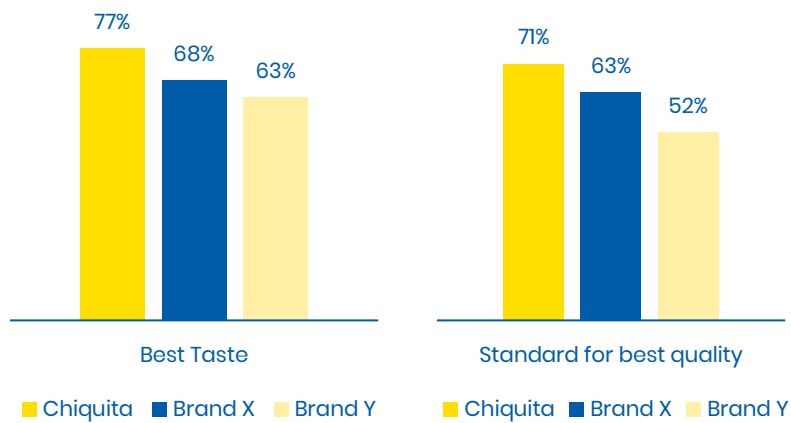
Greece



Italy

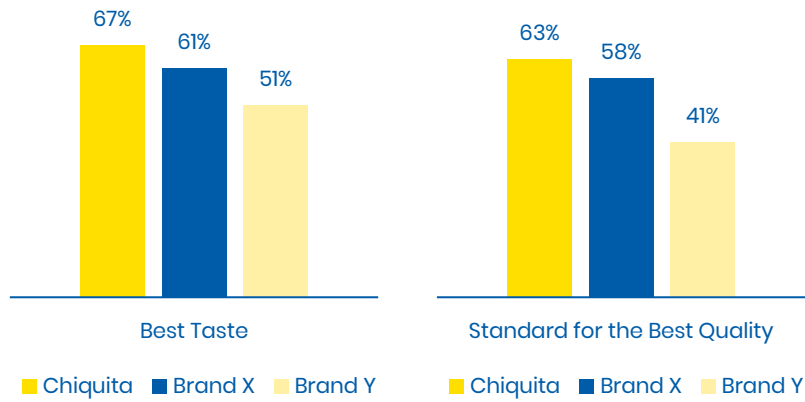


Netherlands

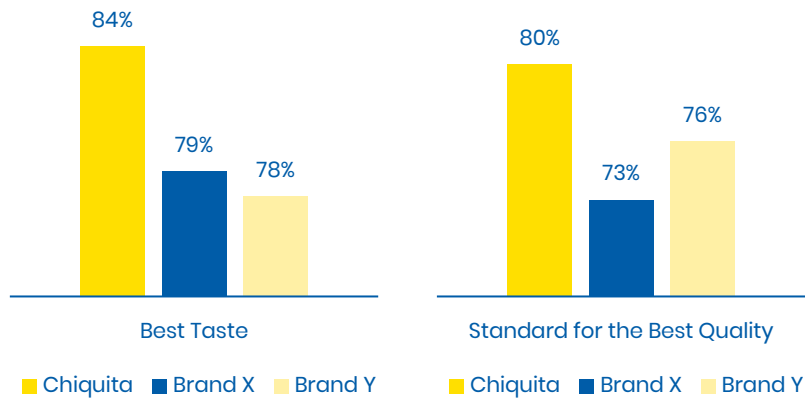




Sweden



United States



Chiquita’s commitment to provide the best tasting and best quality bananas yields invaluable merit based on consumers’ perception. Chiquita’s high quality standards at every stage of its value chain from planting, transport, ripening and finally, delivery on shelf ensure that its retailers have bananas that look and taste their best.

To learn more about Chiquita’s supply chain and how you can have the best quality and best tasting bananas, visit our website: www.chiquitabrands.com