

THE LONDON PRODUCE SHOW AND CONFERENCE INVITES YOU TO THE EXCLUSIVE EUROPEAN PREMIERE OF *FEAR NO FRUIT*, A DOCUMENTARY ABOUT THE 'QUEEN OF SPECIALTY PRODUCE,' FRIEDA CAPLAN

Date: Thursday, 4 June 2015

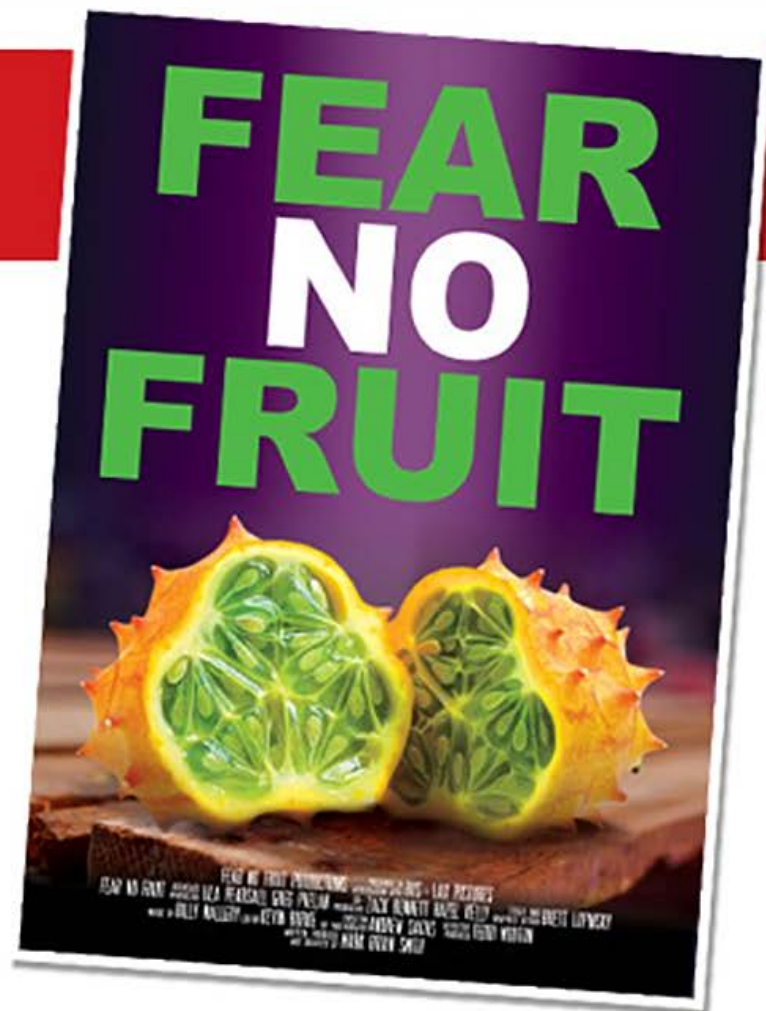
Time: 18:30 for cocktails, prior to a 19:30-21:30 screening

Location: The Screening Room at One Aldwych Hotel,
1 Aldwych, London WC2B 4BZ



**COCKTAILS AND CANAPÉS WILL BE SERVED
FROM 18:30 IN THE HOTEL'S LOBBY BAR.**

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 U.S. supermarkets. Still coming into the office at 91 years old, Frieda inspires and advises her daughters and granddaughter to carry on the business legacy.



Brief Q&A with Frieda's eldest daughter, Karen Caplan, the current president and CEO of Frieda's Inc., to follow screening.

RSVP BY MONDAY, JUNE 1, 2015

Please Note: Seating is limited and will be allocated on a first-come-first-served basis



For reservations, please contact
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