



MEDIA RELEASE

For Immediate Release

Entyce Food Ingredients Acquires Naked Rivals: Convenience with a Conscience®

March 14, 2025, Melbourne – Entyce Food Ingredients is delighted to announce the acquisition of Naked Rivals, a pioneering Australian brand renowned for its innovative and sustainable citrus juice products sold through all national supermarket channels.

About Naked Rivals:

Established in 2023 by founders Andrew and Kate Gordon, Naked Rivals has revolutionised the way consumers enjoy citrus juice. The brand offers 100% freshly squeezed lemon and lime juice cubes, free from pips, peel, and preservatives, providing a convenient and waste-free alternative to traditional citrus products. Each cube contains the juice equivalent of half a lemon (22ml) or half a lime (15ml), ensuring consistent flavour and quality every time.

Naked Rivals is committed to sustainability, sourcing 'ugly' lemons and limes—fruits that might otherwise go to waste due to cosmetic imperfections—from Australian farms. The products are proudly made in Victoria, with packaging designed to be recyclable, aligning with the brand's mission to combat food waste and promote environmental responsibility.

What This Means For You:

Continued Product Excellence: Your favourite Naked Rivals products will remain available, maintaining the high standards of quality, taste, and sustainability you've come to expect.

Enhanced Innovation: Supported by robust Entyce resources and expertise, we plan to expand the Naked Rivals product line, introducing new and exciting fruit, vegetable and savoury stock-based offerings to meet diverse consumer demands for healthier, natural food options.

Sustainable Practices: We will uphold Naked Rivals' dedication to sustainability, ensuring that our practices continue to support Australian farmers and reduce food waste.

Seamless Transition: We are committed to ensuring a smooth transition, with no disruption to product availability or quality. Our valued customers can continue to enjoy Naked Rivals products as usual with completion expected by 31 March 2025.

"We are excited to welcome Naked Rivals into the growing Entyce family," said Gino Vescio, Managing Director of Entyce Food Ingredients. "This acquisition aligns with our vision of delivering premium, sustainable food solutions to our multinational customers. We look forward to building on Naked Rivals' success and exploring new opportunities for innovation in the frozen fruit and vegetable juices and savoury stock categories in due course."



Naked Rivals Founders

*"When we started Naked Rivals, we had a simple idea and made it our mission to create a sustainable, convenient, and high-quality citrus solution for everyday use at a consistent price so consumers could rely on us all year round whilst knowing they were helping Aussie farmers along the way. We are incredibly proud of what we have achieved and delighted to see the brand continue its growth journey under proven Entyce stewardship. They are the dominant frozen fruit player in Australia & New Zealand with their **Creative Gourmet®** and **Creative Chef®** brands. Their commitment to quality and sustainability aligns perfectly with our vision and we are confident that Naked Rivals will flourish under their leadership,"* said Andrew and Kate Gordon, founders of Naked Rivals.

About Entyce Food Ingredients

Entyce Food Ingredients is a proud wholly owned Australian food importer, manufacturer and B2B supplier of high-quality food solutions to national supermarkets, industrial manufacturers, domestic and international franchise chains and delivery platforms, serving a diverse range of industries with innovative and premium food products. With a strong commitment to quality, sustainability, and customer satisfaction, Entyce continues to set new benchmarks in the Australian & New Zealand food industry.

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