

Palm Fruits

FROM THE PALM TREE TO THE PALM OF YOUR HAND

2025

QUICK OVERVIEW

Established 2019



Dirk Jan



Yasmine

**Focus
Medjoul Dates Only**

**Annually
700 Ton Medjoul Dates
4,5 million Turnover
50+ steady customers**



**Specialized in Retail,
whole sale and out of
home**

**Only company which
classifies medjool dates
in 16 quality groups**



OUR CORE VALUES



Quality

Constant quality medjool dates throughout the whole year



Supply security

Timely delivery all year round of the agreed quality, size, packing and quantities



Service

Short lines with customers, growers and logistics.

We think in solutions!



Innovation

We and our growers are constantly innovating with cultivation, optimisation, sustainability and packing



Cooperation

Growing the category of medjool dates in volume and turnover through collaboration

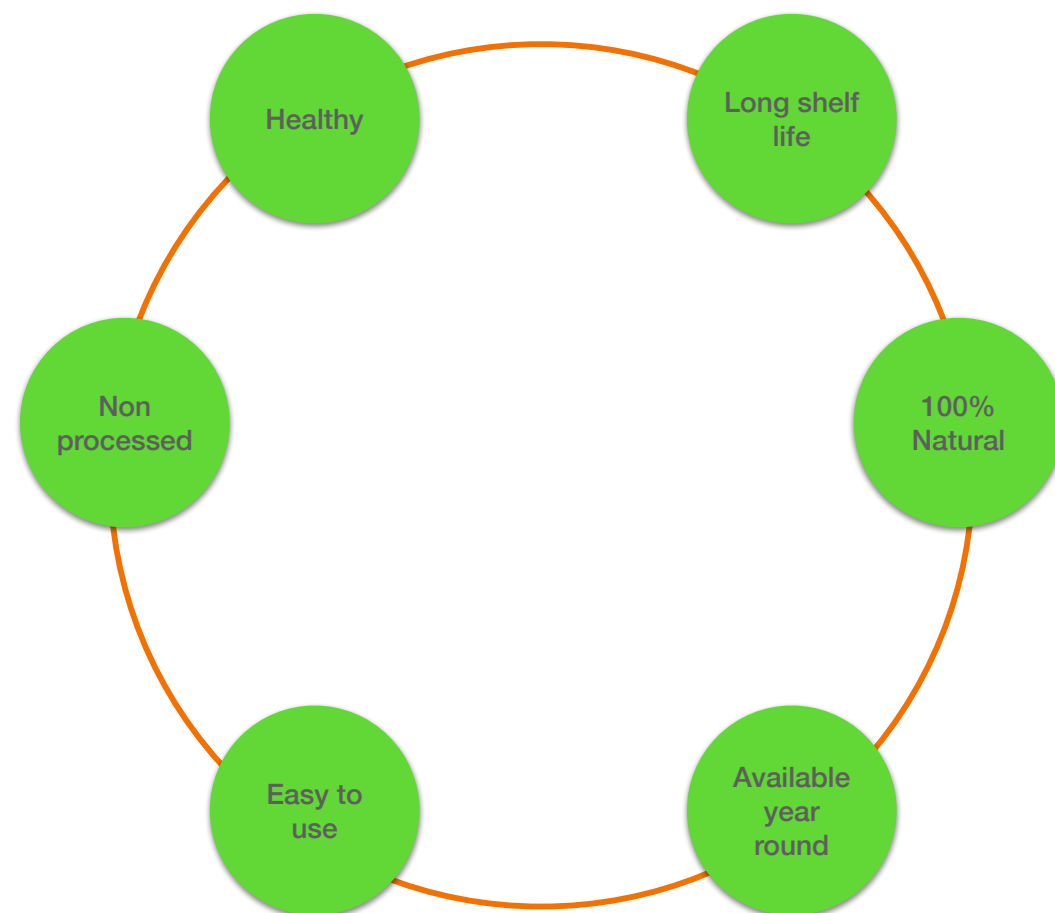
Leading the global market of Medjool dates

Become the market leader in the sweet, natural and quilt-free snacks category by introducing a new brand.

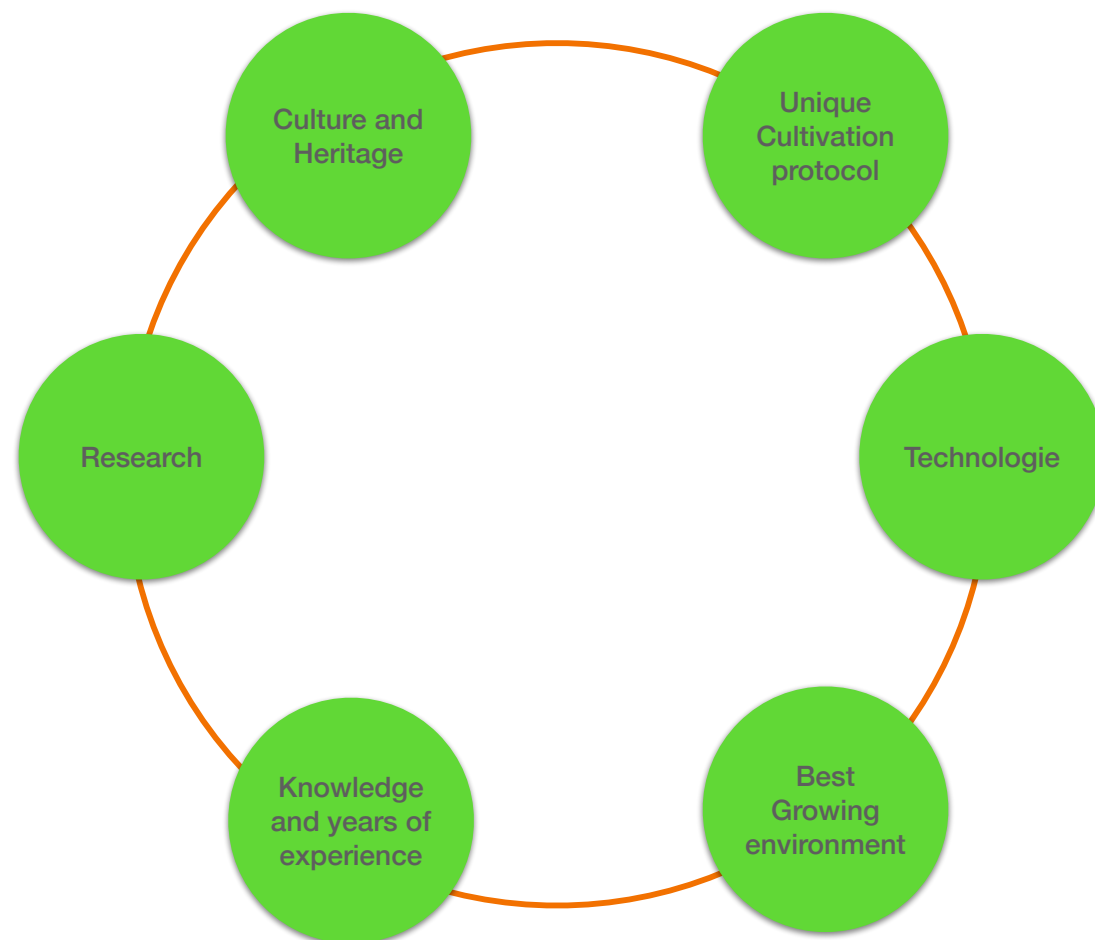
Reaching new audiences by offering market education, awareness and new consumption opportunities to increase sales.

THE MEDJOUL DATE

An ancient fruit, which is very suitable for modern healthy living



OUR RECIPE



MEDJOUL DATES



Packed with nutrients, antioxidants, minerals, vitamins and fiber



Healthy “candy” snack



Natural energy boost



The crown jewel among the dates



NUTRITION DECLARATION

Typical values	Per 100 g	NRV*
Energy	1189 kJ / 284 kcal	
Fat	0.3 g	
Of which saturates	0.16 g	
Carbohydrate	71 g	
Of which sugars	65,5 g	
Fibre	5.5 g	
Protein	2 g	
Salt	0 g	
Magnesium	50 mg	
Potassium	600 mg	30%

*Nutrient Reference Values

Dates are sorted by size (weight) and by loose skin.

Loose skin is the degree to which the skin is detached from the fruit flesh.

The tighter the skin is to the flesh and the larger the date, the higher the quality and value of the Medjoul date.

SKIN SEPARATION



PREMIUM
0% - 5%



DELIGHT
5% - 15%



CLASSIC
15% - 25%



CLASSIC BLUE
25% - 40%

SIZE



SUPER JUMBO
27gr +



JUMBO
23gr - 27gr



LARGE
18gr - 23gr



MEDIUM
16gr - 18gr



JUNIOR
12gr - 16gr

OUR BRANDS



MyJool
BRINGS OUT YOUR BEST



Palm Fruits
FROM THE PALM TREE TO THE PALM OF YOUR HAND

PREMIUM 5 KG



SUPER JUMBO
JUMBO



LARGE



MEDIUM



JUNIOR



210 BOXES PER PALLET

PREMIUM 1 KG



SUPER JUMBO
JUMBO



LARGE



MEDIUM



JUNIOR



8 X 1KG
110 BOXES PER PALLET

DELIGHT 5 KG



JUMBO



LARGE



210 BOXES PER PALLET

CLASSIC & CLASSIC BLUE



JUMBO - LARGE



JUMBO - LARGE

210 BOXES PER PALLET

ORGANIC



5 KG
210 BOXES PP



2 KG
496 BOXES PP



8 X 1 KG
110 BOXES PP



16 X 500 GR
100 BOXES PP



PREMIUM - DELIGHT - CLASSIC - CLASSIC BLUE

JUMBO - LARGE - MEDIUM

Skal

ORGANIC



24x200gr
120 BOXES PP

DELIGHT BIO - JUNIOR / MEDIUM 5%-15%

SELECT BIO BOX – LARGE – 15% - 40%



SHOMISHA



PREMIUM MEDJOOL DATES

908gr
LARGE - MEDIUM - JUNIOR

800gr
LARGE - MEDIUM

400gr
MEDIUM

KARAS



Palm Fruits
FROM THE PALM TREE TO THE PALM OF YOUR HAND

PREMIUM MEDJOUL DATES

JUMBO - LARGE - MEDIUM - SMALL

INTRODUCING OUR NEW BRAND

MyJool

BRINGS OUT YOUR BEST

MyJool!

BRINGS OUT YOUR BEST



MyJool is a Medjool date brand with a grand purpose: to provide a guilt-free time-out that makes you smile. Naturally grown in a sunny desert oasis, MyJool dates are sweet and delicious pick-me-up snacks for every occasion.

MyJool dates are 100% natural unprocessed super fruits that are cultivated and individually harvested by farmers who tap into a tradition 3,000 years in the making.

Our farmers combine the wonders of nature and innovation to deliver the best possible produce, from palm tree to plate.

Oh, and wait till you hear about MyJool's health benefits. The Medjool date is packed with antioxidants, dietary fibers, vitamins and minerals - with no added sugar or preservatives. Just natural sweetness to brighten your day!



MyJool

BRINGS OUT YOUR BEST

MYJOOL IS THE ULTIMATE GUILT-FREE CANDY SUBSTITUTE

In the morning, after lunch, while exercising, at work or on an outdoor adventure – MyJool is a blast of taste and energy that will fill your body and soul with joy.

MyJool is the perfect everyday snack for:

- **TEENAGERS & YOUNG ADULTS**
- **MOTHERS & PREGNANT WOMAN**
- **HEALTH & SPORT ENTHUSIASTS**
- **EVERYONE!**



MYJOOL USES

100%

RECYCLABLE PACKAGING



SITUATIONS

WAKE ME UP
WITH GREAT EARLY
MORNING ENERGY!



Back in time 6:30-9:00 AM 12:30-2:00 PM 3:00-4:30 PM 5:30-7:30 PM 9:00-11:00 PM

THERE'S NOTHING
SWEETER THAN
ENDING LUNCH BREAK
WITH MYJOOL



Back in time 6:30-9:00 AM 12:30-2:00 PM 3:00-4:30 PM 5:30-7:30 PM 9:00-11:00 PM

THE AFTERNOON
ENERGY BOOST
HAS NEVER BEEN
THIS MUCH FUN!



Back in time 6:30-9:00 AM 12:30-2:00 PM 3:00-4:30 PM 5:30-7:30 PM 9:00-11:00 PM

MYJOOL.
THE IDEAL
EVENING WORKOUT
PICK-ME-UP!



Back in time 6:30-9:00 AM 12:30-2:00 PM 3:00-4:30 PM 5:30-7:30 PM 9:00-11:00 PM

A GUILT-FREE
LATE NIGHT SNACK.
TALK ABOUT
PERFECT TIMING.



Back in time 6:30-9:00 AM 12:30-2:00 PM 3:00-4:30 PM 5:30-7:30 PM 9:00-11:00 PM

WOW FACTS ABOUT MEDJOOL DATES



Natural desert sweetness!

Medjool dates grow in the desert and are cultivated via a 100% natural process, without any preservatives.
Yup, they're naturally sweet!



THEY HAVE A COOL NICKNAME!

Medjool dates are considered the largest and juiciest of all date varieties. That's why some people refer to them as "crown jewels".



THEY OFFER AN AMAZING ENERGY BOOST!

Medjool dates are rich in energy and low in fat. That's why eating 2-3 dates before or after a fitness workout is highly recommended. You'll feel the difference!



Yummy and healthy go together!

Medjool dates are packed with dietary fibers, and are therefore very good for the digestive system. Oh, and their sweet flavor is absolutely delicious!



They're superfruits!

Antioxidants. Vitamins. Minerals such as potassium. Medjool dates are absolutely loaded with all of these!



They're so much fun!

Medjool dates are perfect for on-the-go pleasure. Ready to eat and available all year round, they'll always put a smile on your face.
Enjoy them anywhere!



MAKE THE DIFFERENCE

MYJOOL IS PACKED WITH HIGH QUALITY MEDJOOL DATES

MYJOOL IS UNIQUE AND WILL MAKE THE DIFFERENCE IN YOUR STORES

MYJOOL IS PUSHED WITH SOCIAL-MEDIA, BUSSTATION ADVERTS, RADIO ADVERTS, LEAFLET PROMOTION ETC.

MYJOOL WILL BE PUSHED WITH INSTORE PROMOTIONS

- DISPLAYS
- TASTINGS
- COUPONS

MYJOOL CAN BE PUSHED WITH ONLINE-STORE PROMOTIONS

- COUPONS, RECIPES ETC



MyJool

BRINGS OUT YOUR BEST

NOW, AS WE ARE ABOUT TO LAUNCH OUR NEW
MEDJOOOL BRAND, LET'S TEAM UP AND
COLLABORATE.

WE WOULD LIKE TO PROMOTE OUR
NEW PRODUCT LINE WITH YOU!



From the palm tree to the palm of your hand



BURG. UILKENSSTRAAT 22

2861 AE BERGAMBACHT

THE NETHERLANDS

+31 10 437 16 37

WWW.PALMFRUITS.NL

SALES@PALMFRUITS.NL

