



edible®

Press Kit

2024-2025

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Our Purpose

To help people celebrate the moments that matter, big or small, because every moment in life is a moment to savor.



Our Beginning

In 1999, Tariq Farid launched the first Edible Arrangements® store in Connecticut, which quickly caught on and became a cultural phenomenon.

Today, Edible® has nearly 800 stores throughout North America, with the ability to deliver to 80% of U.S. households within 1 hour.



Our Future

From delicious baked treats and chocolate-dipped fruit to farm-fresh flowers, balloons, and beyond, today's Edible® is more than our signature arrangements.

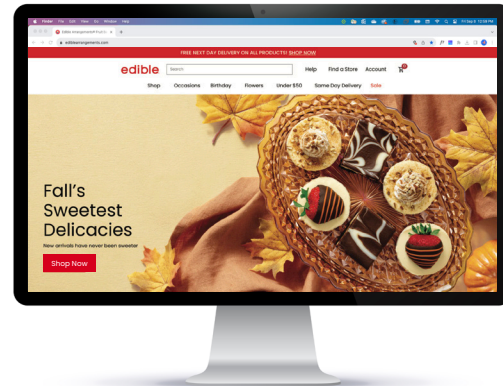
Our forthcoming Next-Gen Edible® store will welcome a **new generation of gifts and treats**, hand-crafted to wow in a modernized and experiential storefront.



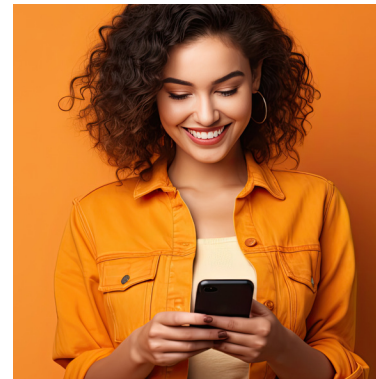
We're not just in the
gift-giving business.

We're in the business of
celebrating life.

edible.com™



50M+ in customer traffic annually



58M+ annual website sessions



300M+ people within last-mile radius



\$80+ average order value via edible.com

edible retail stores

Nearly 800 Locally Owned Retail Locations



Further support comes from vertically integrated supply chain and technology

Edible® is an international organization

With an international footprint of nearly 800 stores strategically placed throughout North America, Edible® has the unique ability to deliver to more than 80% of households in the U.S. within 1 hour.

30+ Edible® locations
in Canada

700+ stores in the U.S.
Edible Brands™ HQ
in Atlanta, GA



Product Categories



Arrangements



Dessert Boards & Platters



Baked Goods



Treat Boxes



Fresh Fruits



Balloons



Flowers & Plants



Other Gifts & Goodies

We are the #1
most preferred
brand in the food
gifting category.



Social Impact

1.1M+ followers



[Instagram](#)



[Pinterest](#)



[TikTok](#)



[LinkedIn](#)



[Facebook](#)



[X](#)



[Threads](#)



Executive Team

This is our executive team, the cornerstone of our organization's leadership and strategic vision. Comprising a group of seasoned professionals with a diverse array of skills and expertise, this team is responsible for setting the course that guides our company's success.



Somia Farid Silber
President
[Full Bio Here](#)



Tariq Farid
Founder & CEO
[Full Bio Here](#)



Kevin Keith
Chief Marketing Officer
[Full Bio Here](#)



Angela Johnson
Chief Innovation Officer
[Full Bio Here](#)



Mark Mele
Chief Development Officer
[Full Bio Here](#)



Faraz Iqbal
Chief Technology Officer
[Full Bio Here](#)



Erica Randerson
VP, E-Commerce
[Full Bio Here](#)



Brian Deering
VP, Franchise Operations
[Full Bio Here](#)



Tate Cutrer
VP, People
[Full Bio Here](#)

Editorial Files

Basket Logo Horizontal:



Basket Logo Stacked:

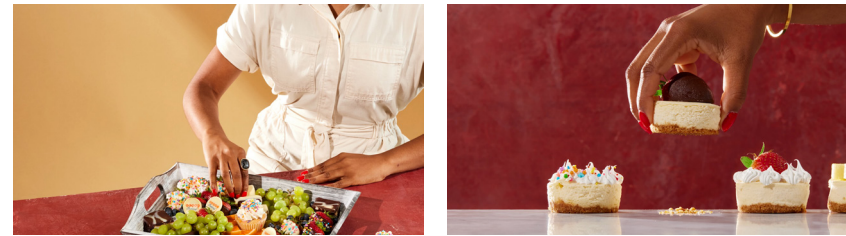


E-commerce Logo:



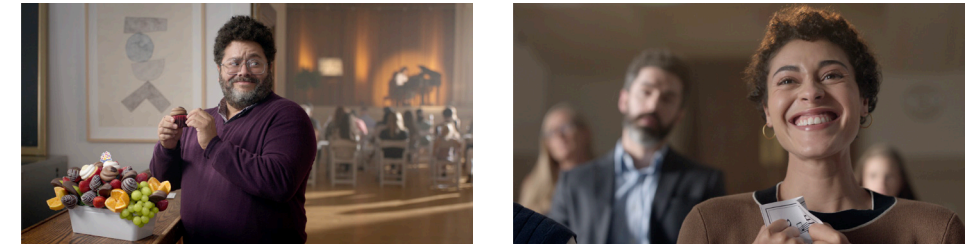
Logo

(password: QhUWLWxwxx5F)



Product Images

(password: YUktXSz7rym)



Campaign Stills

(password: uMcKZXJEB8wG)

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Media Contact

For national and regional press inquiries, contact CoynePR:
media@edible.com
212.938.0166

For local media inquiries, [contact your local Edible®](#).

Appendix

Executive Team



Somia Farid Silber

President

Somia Farid Silber serves as President of Edible Brands, overseeing the strategic direction of the company and its subsidiary, Edible®.

Somia's journey in this role is marked by her eight years of dedication and innovation within the company. Since being appointed President in 2022, she has been focused on guiding her family-owned business into its next phase of creativity and expansion. In addition to helping the strategic vision of the online brand and its nearly 800 franchise locations across the U.S. and Canada, Somia plays a pivotal role in shaping the brand's growth and enhancing its connection with the next generation of gifters.

Somia is a graduate of Babson College and was appointed in 2021 to the school's distinguished Board of Trustees. She also serves on the Advisory Council of Endeavor Atlanta. In 2024, Somia was recognized as a Georgia Titan 100 honoree.

Outside of her professional life, Somia enjoys family time, gardening, and traveling. She resides in Atlanta's Brookhaven neighborhood with her husband and daughter.

Executive Team



Tariq Farid
CEO & Founder

Embarking on an extraordinary journey from Pakistan to America at the age of 11, Tariq Farid's story is a testament to the American dream. Growing up in West Haven, CT, he embraced the spirit of entrepreneurship early on. Tariq's journey unfolded at a local McDonald's, where he discovered the transformative power of business systemization.

In a bold move at 17, armed with a \$5,000 loan from family and friends, Tariq purchased a flower shop in East Haven, CT, to open the first Edible Arrangements® (now Edible®) store in 1999. Within two years, he transformed a single store into four. The venture swiftly evolved into a flourishing franchise empire, with nearly 800 stores worldwide.

Tariq's strategic acumen not only shaped the company's trajectory but also led him to found Netsolace® in 2001, a software distributor that later evolved into Naranga®, offering cutting-edge technology solutions for franchise companies, including Edible®. Growing the Edible® ecosystem in 2003, he went on to found BerryDirect®, a global supply chain service provider offering reliable global sourcing, fulfillment service, and high-quality products.

Beyond the boardroom, Tariq's commitment to philanthropy is equally remarkable. In 2013, he established the Tariq Farid Foundation, channeling nearly \$1 million annually to causes worldwide, ranging from healthcare and education to supporting refugees and fighting childhood cancer. His commitment to giving back through his foundation reflects his dedication to making a positive difference in the lives of others.

Executive Team



Kevin Keith

Chief Marketing Officer

Kevin Keith serves as the Chief Marketing Officer at Edible Brands®, overseeing the transformation and growth of Edible®. Since assuming this role in early 2023, he has been dedicated to shaping the future of the brand, which is renowned globally for its innovative gifts and treats, including fresh fruit arrangements, baked goods, flowers, and chocolates. With a commitment to infusing modernity, Kevin is an industry disruptor leading a world-class in-house marketing team and refreshing the brand's image to align with the evolving preferences of today's gifters.

With a career that began in dynamic global advertising firms in New York City, Kevin quickly earned a reputation for his ability to bridge business strategy, brand purpose, and creativity. He has an impressive track record, having worked with and reinvented iconic brands such as Citibank, Mercedes-Benz, UPS, The Coca-Cola Company, and Orangetheory Fitness. Kevin's proven success in branding and marketing makes him a driving force behind Edible's journey of reinvention.

Kevin's achievements have garnered numerous industry awards, including the 2020 The Drum Dadi Awards: Most Effective Use of Data, 2020 Little Black Book: Celebrating Creativity and the 2019 Forbes CMO Next Game-Changing Marketing Leader. Beyond his professional life, he resides in Atlanta's Roswell neighborhood with his wife, Abbie. Outside the office, he enjoys spending time with their six children, attending concerts, traveling, and exploring new restaurants.

Executive Team



Angela Johnson
Chief Innovation Officer

Angela Johnson is the Chief Innovation Officer at Edible Brands®. In her role, she leads the company's trajectory and secures a leading position in the industry through category expansion and the development of new, innovative product offerings. With a background spanning both agency and brand sides of the business, along with extensive experience across multiple franchise brands, Angela brings a unique skillset and perspective to Edible's innovation strategy, efficiently launching new initiatives that resonate with contemporary consumer preferences.

Angela has cultivated a 23-year career rich in marketing and innovation. Previously, she served as the Vice President of Marketing for Krystal Restaurants, LLC, where she significantly boosted sales by launching a Third Party Delivery and Online Ordering initiative. Her leadership in research and development also drove a double-digit comp sales increase with the successful launch of the Hangover Krystal. Today, Angela pioneers brand growth across various categories like Fruit Arrangements, Dipped Fruit, Bakeshop, and more.

A graduate of The University of Georgia, Angela holds a degree in international business, with a concentration in marketing and finance.

Executive Team



Mark Mele

Chief Development Officer

Mark Mele serves as the Chief Development Officer at Edible Brands®. A seasoned veteran with more than 38 years of experience in franchise development, he currently steers the helm as the lead of Franchise Sales, Real Estate, Construction/Design, and growth initiatives in the United States and Canada for Edible®.

During his career, Mark has contributed his expertise to notable franchise brands including Paris Baguette, Century 21 Real Estate Corporation, Country Inns & Suites by Radisson, Kumon North America, Inc., and Huntington Learning Centers. Specifically, before joining Edible®, Mark was the Chief Development Officer for Paris Baguette, a global bakery café chain, where he orchestrated franchise sales, real estate, construction, and successfully rolled out a new café prototype systemwide. His tenure is decorated with numerous accomplishments including initiating franchisee support measures that significantly impacted both franchise system quality and individual franchisee profitability. His knack for achieving company turnarounds and fostering franchise expansion has been recognized and featured in prominent business media outlets like *Entrepreneur Magazine*, *Inc. Magazine*, and *Forbes*.

His passion extends beyond franchise development into enriching franchise operations and franchisee support, showcasing a holistic approach to franchise management that is instrumental in propelling Edible's brand presence and operational excellence.

Executive Team



Faraz Iqbal

Chief Technology Officer

Faraz Iqbal is the Chief Technology Officer at Edible Brands®, where he leverages over 25 years of technology and operations experience to enhance innovation and efficiency across the company’s e-commerce, store technology and corporate platforms. He is adept at transforming technology organizations from cost centers to profit centers, with a special focus on SaaS and franchise technologies.

Prior to joining Edible Brands, Faraz served as the Senior Vice President of Global Services at Zilliant, a leading tech company in Price Optimization and Revenue Management. He has also held the position of COO at Naranga, where his team was ranked second in Franchise Online Technology Services by Entrepreneur Magazine. Faraz holds a master’s degree in International Business from Fairfield University and a bachelor’s degree in Management Information Systems from Pace University. He is a certified Project Management Professional (PMP) and an alumnus of the Leadership Atlanta Class of 2020.

Faraz is active in various non-profit initiatives and serves on multiple boards focusing on community and youth development. He resides in Tucker, Georgia, with his wife, four teenage children and two cats.

Executive Team



Erica Randerson
VP, E-Commerce

Erica Randerson is an entrepreneurial, data-driven E-Commerce leader with a career marked by driving growth and transformation in the digital landscape. As Vice President of E-Commerce at Edible®, she orchestrates all facets of digital strategy, including site experience, digital product, partnerships, data analytics, and customer insights.

Prior to Edible, Erica served as Vice President of eCommerce at Divi, a beauty startup recognized as Ulta’s 2023 Emerging Brand of the Year, where she led marketing, technology, and creative. Earlier in her career at Look Listen, a leading full-service digital agency, Erica honed her leadership skills at the intersection of digital marketing, technology, and creative endeavors. Her strategic insights and innovative approach have consistently delivered profitable results.

An Atlanta native, Erica studied Marketing at Georgia Tech before embarking on her professional path. Today, she resides north of the city with her husband Matt and their son, Everett.

Executive Team



Brian Deering
VP, Franchise Operation

Brian Deering is the Vice President of Franchise Operations at Edible®, where his strategic vision and hands-on approach ensure the brand's nearly 800 franchise stores and behind-the-scenes operations run smoothly and efficiently.

Before joining Edible, Brian's robust career in operations and sales spans 15 years. Most recently, he served as General Manager at BMS CAT, where he spearheaded disaster recovery and catastrophe management operations for various clients, including Fortune 500 companies. His contributions were instrumental in growing the company from \$6 million in organic business to \$42 million in just four years. Prior to his tenure at BMS CAT, Brian spent over seven years at The Tile Shop, where he honed his skills in managing large teams and projects as Regional Manager.

At Edible, Brian manages a team of five Franchise Operations Directors and oversees various critical functions of the business, including Store Support, Customer Service Support, Operations Services, Store Sales, and Store Training.

Originally from Virginia, Brian graduated from Niagara University in New York with a bachelor's degree in marketing. Beyond his professional achievements, Brian enjoys working on his car, taking up home construction projects, and cooking, and playing with his dog, Jack.

Executive Team



Tate Cutrer

VP, People

Tate Cutrer is the Vice President of People at Edible Brands®. In his role, he orchestrates a best-in-class talent acquisition engine and has enhanced Edible’s organizational culture. Tate is keen on aligning the right people with the right roles, fostering a productive and positive work culture. His untraditional approach to human resources, coupled with a strategic mindset, lends a unique edge to Edible’s growth trajectory.

Tate brings 14 years of seasoned expertise from the Retail and Human Resources domains. Before his venture at Edible®, Tate held a dual role as Senior Vice President of Human Resources for Yesway Convenience Stores and Head of Human Resources for Brookwood Financial Partners. During these roles, he successfully integrated a 300-store chain at Brookwood, setting up robust human resources structure for scalable operational efficiency. During his decade-long tenure at RaceTrac Petroleum, Inc., he was also involved in leading enterprise learning and development, enriching talent and performance management for a large employee base.

A graduate from The University of Georgia, he holds a bachelor’s degree in housing management and policy. Aside from his corporate persona, Tate is a proficient pianist, underscoring his well-roundedness and creative thinking, assets that are invaluable in nurturing a harmonious and innovative work environment.

THANK YOU