



edible®

Press Kit

2023-2024

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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.

Growing to nearly 1,000 stores with the ability to deliver to 80% of U.S. households within one hour, edible® became widely known for being a creative gifting solution.



Our Future

Next-gen **edible**[®] is all kinds of deliciousness delivered **right when you need it**, or pick up something special at your neighborhood **edible**[®] store.

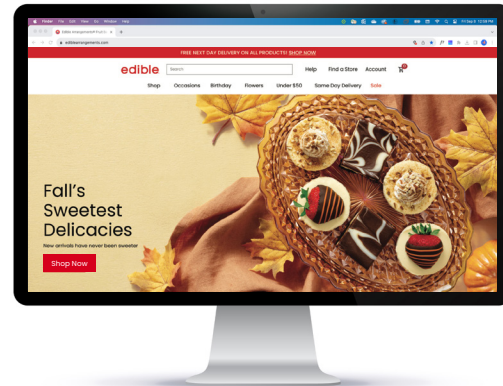
From mouth-watering brownies and cupcakes to show-stopping dessert boards and fresh flowers, today's **edible**[®] is more than just our stunning arrangements; it's a new generation of gifts and treats, hand-crafted to **wow**.



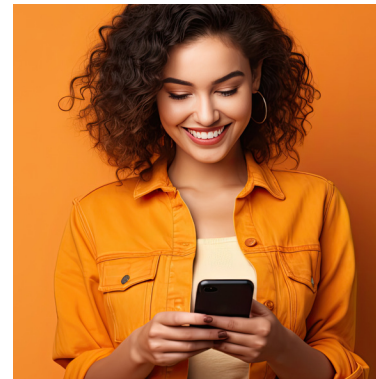
We're not just in the
gift-giving business.

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



Average order value via edible.com

edible retail stores

850+ Retail Locations
2M+ in Foot Traffic Annually



Further support comes from vertically integrated supply chain and technology

edible[®] is an international organization

With an international footprint of nearly 1,000 stores strategically placed throughout North America, edible[®] has the unique ability to deliver to more than 80% of households in the U.S. within an hour.



Product Categories



Arrangements



Dessert Boards & Platters



Baked Goods



Boxes



Other Gifts & Goodies



Balloons



Flowers & Plants



Fresh Fruits

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



Social Impact

1.2M+ 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](#)



Ramzi Daklouche
Chief Stores Officer
[Full Bio Here](#)



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



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



Tim Voss
Chief Technology Officer
[Full Bio Here](#)



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

Editorial Files

Basket Logo Horizontal:



Basket Logo Stacked:

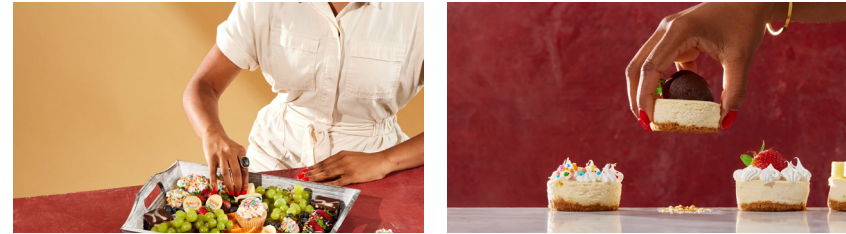


E-commerce Logo:



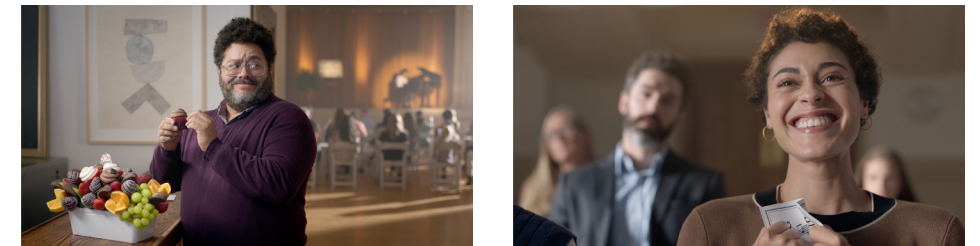
Logo

(password: QhUWLWxwxx5F)



Images

(password: YUktXSZz7rym)



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 the President of Edible Brands®, overseeing the strategic direction of the company and its subsidiary, Edible®. Since her appointment in 2022, Somia has been dedicated to guiding her family-owned business into its next phase of creativity and expansion. With responsibilities ranging from managing ecommerce to overseeing day-to-day operations at the company’s corporate headquarters in Atlanta, Ga., Somia plays a pivotal role in shaping the brand’s growth and enhancing its connection with a new generation of gifters.

Somia’s journey to this role is marked by her seven years of dedication and innovation within the company. Previously, as Vice President of Ecommerce at Edible®, she led the launch of new product categories, price points, and occasions, expanding the brand’s reach and driving online revenue. Additionally, in her previous role as Vice President/General Manager of Netsolace®, Edible’s technology arm, Somia was instrumental in developing proprietary technology, including the ecommerce platform and retail technology applications used globally.

Somia holds a bachelor’s degree in business administration from Babson College and has served on the school’s distinguished Board of Trustees since 2021. She has been recognized as one of the “100 Influential Women in Franchising: Ones to Watch” by What Franchise in 2020 and as one of the top 40 retail professionals under 40 by Retail TouchPoints and design:retail in 2021. Outside of her professional life, Somia enjoys family time, gardening and exploring new restaurants in her Brookhaven neighborhood with her husband, Jared, their daughter, Aya, and their Goldendoodle, Luna.

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 1,000 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



Ramzi Daklouche
Chief Stores Officer

Ramzi Daklouche is the Chief Stores Officer at Edible Brands®. Coming to this position with more than 35 years of industry experience, he offers extensive international experience in mergers and acquisitions, partnerships, and franchising, providing a global perspective to Edible’s strategies and ensuring operational excellence.

Before Edible®, Ramzi was the Chief Growth Officer at a renowned pizza chain. Throughout his career, he has forged successful partnerships with prestigious brands such as LVMH, Circle K, and Matrix Equipment and has served on international boards in land development, distribution, and manufacturing realms. Some of his remarkable achievements include spearheading the entry into new markets like Mexico, the United Kingdom, and China, which has paved the way for 374 new units slated for development over the next decade.

A graduate of the Georgia Institute of Technology, Ramzi holds a computer and information science degree and an executive master’s degree in business science. Aside from his achievements at Edible, Ramzi is also well-decorated in his hobbies, which have earned him the title of Power Lifting Masters Gold Medalist and the Presidential Service Award for service in New Orleans after Hurricane Katrina.

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



Tate Cutrer

Vice President of 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.

Executive Team



Tim Voss

Chief Technology Officer

Tim Voss is the Chief Technology Officer at Edible Brands®. In his role, Tim leverages his profound knack for elevating revenue and transforming IT operations across diverse company functions. He is a remarkable and tech-savvy leader, adept at aligning technology with business imperatives to drive substantial growth.

Tim's career has been made up of pivotal CTO and CISO roles at eminent organizations like Focus Brands, Estée Lauder Companies, and Wyndham Hospitality, before spearheading technology strategies at Edible®. His trailblazing stint at Estée Lauder witnessed a colossal digital transformation, earning accolades like the American Business Award for Excellence in Business and IT Alignment. At Edible®, Tim's expertise has been instrumental in revamping the engineering team and ecommerce platforms, enriching consumer experience, and, in turn, boosting conversions.

A graduate of Plymouth University, Tim holds a degree in computer science. Apart from his corporate exploits, Tim's leadership ethos is rooted in authenticity and empowerment, coupled with a solid foundation in Information Security Risk Management.

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.

THANK YOU