

# Fruits in the City



With Scotland's obesity problem growing and only second to the United States, with a cost of up to £457m a year, there is a strong focus on tackling the problem at source.

Adults spend up to 60% of their waking hours in the workplace employers are actively looking for healthy alternatives to replace sugary, high calorie laden snacks.

[Fruits in the City](#) will promote health in the workplace by delivering fruit boxes and corporate fruit baskets to offices and workplaces across the city. James Henderson, Director of Fruits in the City, commented, "Whilst working as a public relations executive, I helped to arrange a weekly fruit basket for our office with a local deli as my colleagues and I wanted to get rid of the unhealthy sweet bowl we had in our boardroom. I immediately recognised that this could be taken further and in December 2009 I gave up my current role and started talking to local businesses about my idea and realised that there was a gap in the market. We've already received a huge amount of interest in the service with a number of well recognised professional services companies ordering our boxes."

Eating fruit provides more efficient energy alongside helping employees avoid the late afternoon "sugar slump." A healthier diet means fewer sick days and a happier workplace. Boxes vary in content depending on the season and box size. Fruit boxes start from as little as £14.