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1. The Name of the winning individual (in the case of a winning team, please provide the name of the team’s self-identified project lead); Company name (if applicable); Product/Service Name; Company Address, City, State, and Place of Incorporation (if applicable); Product/Service website (if applicable); telephone number of winning individual; and his/her e-mail address;

Name: Allison Fairbank

Company Name: Fresh Box, LLC of North Carolina

Address: 203 Crimmons Cr, Cary, NC, 27511

Website: www.freshbox.kitchen  
Phone: 1(919) 749-8730

Email: [allison@freshbox.kitchen](mailto:allison@freshbox.kitchen)

1. The host organization's official legal name, street address, city, state, designated POC, and his/her best contact number and e-mail address (Note: this information must match the information provided by the organization as part of its request to SBA to host a local competition);

Dr. Rosanna Garcia

Associate Professor of Marketing & Innovation

Advancement of Women Entrepreneurs Co-Director

North Carolina State University

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Email: [rgarcia3@ncsu.edu](mailto:rgarcia3@ncsu.edu)

Phone: 919-515-6944

1. A concise, two-sentence description of the product or service (Note: this description may also be also in promotional or informational materials in connection with InnovateHER).

Fresh Box, an invention by Allison Fairbank, is a superior home food preservation system to keep food fresh and longer while maintaining the food’s natural taste, texture, and nutrition. It is the first solution to bring to the home a patent-pending Modified Atmosphere Packaging technology, which modifies the composition of the internal atmosphere of a food package in order to extend the shelf life of the contents.