# Crafty Fruits – Enhanced Brand Content Kit

## Social Media Post (Instagram / Facebook / TikTok)

🍍 ART YOU CAN EAT 🎨✨

At Crafty Fruits, we transform everyday fruits and veggies into stunning, edible masterpieces. Perfect for your next event, gift, or health-friendly centerpiece.

💚 100% fresh

🍓 100% hand-carved

🍊 100% unforgettable

Tag someone who needs fruit art at their next celebration! 🥳👇

#CraftyFruits #FruitArt #HealthyEvents #KenyanCreatives #EdibleDecor

## Graphics Description (For design briefs or Canva creation)

\*\*Post Theme:\*\* "Edible Masterpieces"

- Background: Light pastel (lemon yellow or leafy green)

- Center Image: Crafty Fruits artwork (e.g., fruit house or bouquet)

- Text overlay: "Art You Can Eat. Memories You Can Taste."

- Iconography: Knife, fruit slices, sparkle/stars

- Fonts: Handwritten for tagline, bold sans serif for header

- Logo placement: Top left or bottom right

## Advertisement Copy (For Meta Ads or Flyers)

\*\*Header:\*\* "Your Event Deserves a Juicy Upgrade!"

\*\*Body:\*\*

Introducing Crafty Fruits — where fruits meet imagination. From weddings to birthdays and corporate events, we create edible art that turns heads and sparks conversations.

🎉 Custom designs

🍉 Healthy, beautiful & Instagram-ready

📦 Bulk & pre-order options available

Order now and make your next event tastefully unforgettable.

📲 DM us or call [Your Number]

## Blog Post

\*\*Title:\*\* "Why Crafty Fruits Is the Future of Edible Art in Kenya"

\*\*Intro:\*\*

Food isn’t just for nourishment anymore — it’s a canvas for creativity, celebration, and self-expression. At Crafty Fruits, we bring this idea to life through intricate designs carved from fresh produce.

\*\*Body:\*\*

Based in Kenya, Crafty Fruits is pioneering a creative food movement. Our pieces are more than centerpieces — they’re conversation starters. With the growing demand for healthier, experience-based events, our brand fits perfectly at weddings, product launches, school events, and more.

Using AI-driven branding and community feedback, we've crafted a look and voice that celebrates nature, culture, and design.

\*\*Conclusion:\*\*

Looking for something unique, healthy, and memorable? Whether you want a custom piece or a bulk order for your event, Crafty Fruits delivers a taste of art in every bite.

## Product Description (For website, catalogue or social media)

\*\*Product Title:\*\* "Custom Fruit Carving – Single Piece"

\*\*Description:\*\*

An edible work of art handcrafted from fresh fruits and vegetables. Each piece is carved to order with your theme in mind — whether it's a birthday, anniversary, or corporate event.

- Includes: 1 custom-carved fruit piece

- Materials: Pineapple, watermelon, carrots, oranges, etc.

- Storage: Best enjoyed fresh within 1–2 days

\*\*Price:\*\* Starting at KES [Insert amount]

\*\*Order Today\*\* and turn your celebration into a juicy masterpiece!

## Sales Pitch (For verbal or written client interactions)

\*\*Short Pitch (Elevator Style):\*\*

"Hi, I’m with Crafty Fruits — we turn fresh fruits and vegetables into stunning, edible art for events, gifts, and celebrations. Whether you’re planning a wedding, product launch, or just want something unforgettable, we bring your ideas to life through handcrafted fruit creations."

\*\*Detailed Sales Pitch:\*\*

"At Crafty Fruits, we believe food should be more than tasty — it should be an experience. Our team creates custom fruit sculptures and arrangements that leave a lasting impression. From elegant watermelon carvings to themed fruit bouquets, our art adds color, freshness, and creativity to any event. Our pieces are 100% fresh, hand-carved, and customizable for your needs. Let's create something juicy together!"

## Outreach Email (For corporate clients, event planners, or schools)

\*\*Subject:\*\* Let’s Add a Fresh Twist to Your Next Event 🍓

\*\*Body:\*\*

Hi [Client Name],

I hope this message finds you well! I’m reaching out from \*\*Crafty Fruits\*\*, where we specialize in creating edible art using fresh fruits and vegetables. Our custom fruit sculptures and designs have brought color and creativity to weddings, school events, birthdays, and even corporate functions across Kenya.

Whether you’re planning a launch, a party, or looking for something new to excite your guests, we offer:

- Custom-themed fruit art

- Healthy, eye-catching arrangements

- Bulk delivery for events and schools

We’d love to collaborate and bring a fresh twist to your next celebration.

Feel free to reach out if you’d like a catalog or quote.

Best regards,

[Your Name]

Crafty Fruits

[Phone | Email | Social media handle]