FOOD HUGGERS

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LESS WASTE • MORE HEALTH

THE BANANA BRIEF:
WHY THEY GO FAST, AND WHAT ACTUALLY HELPS



The Problem Has a Name:
Ethylene

Most people blame themselves when bananas go bad too fast. They shouldn't.

A green banana can be rock-hard on Monday and spotted brown by Friday. It's not your kitchen habits—it's chemistry.

Bananas release a natural gas called ethylene, a plant hormone that triggers ripening. As bananas ripen, they produce more ethylene, which speeds up the process even further.

They're not just ripening—they're accelerating. And it doesn't stop there. Ethylene doesn't stay put. It spreads, meaning ripe bananas can speed up the ripening of nearby fruit, quietly aging everything around them.



The Stem Is the Source

Most of that ethylene escapes from the stem.

That small point at the top of the bunch is where the process begins—and where it can be slowed. By creating a snug seal around the stem, the Banana Hugger helps contain ethylene at its source. This slows the ripening process across the bunch and reduces the impact on nearby fruit.

More days at just-right ripeness. Less waste in your fruit bowl.

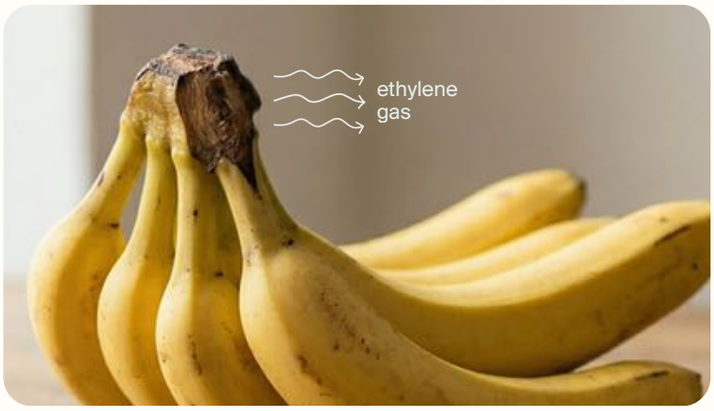
A Small Change That Works

Bananas don't go bad too fast because you're doing something wrong.

They go fast because they're designed to.

The Banana Hugger simply works with that reality—slowing the process in a small, thoughtful way that helps you get more from the food you already have.







Why Bananas Need a Hug

Bananas release ethylene gas that triggers ripening—mostly from the stem, where even a little can speed things up for nearby fruit. Our Banana Hugger covers the crown to help contain that gas, slowing ripening and protecting your fruit bowl from early spoilage.

A tiny change. A longer sweet-spot.

We split one bunch in two: one half with the Banana Hat, one without:



The Hat side stayed in the just-right stage longer—while the other half ripened and browned faster. Proof that a small change can make a real difference.

A Small Hug with Big Impact

Bananas are a daily staple; 83% of U.S. households buy them, and they rank among the most purchased items in the grocery aisle. On average, Americans go through about 26.8 lbs of bananas per person each year. Keeping them fresh just a little longer doesn't just save breakfast – it reduces food waste on a massive scale. That's why we're excited to give this everyday hero a hug.



Pop one on and suddenly that perfect banana window lasts a little longer.
Smoothies tomorrow. Banana bread later. Breakfast right on time.

A small hug. A simple win.

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