

edible brands[®]

Press Kit 2026



We bring together powerful,
purpose-led brands under
one unified vision:

to enrich everyday life through
celebration, nourishment, and wellness

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

Our Purpose

To help people **celebrate the moments that matter**, big or small, because every moment in life is a moment to savor.

**Hanover Digital - Preference - All Respondents - November 2024*





Our Story

In 1999, Tariq Farid launched the first Edible Arrangements® store in Connecticut, which quickly evolved into a flourishing franchise empire with hundreds of stores throughout North America with the unique ability to deliver to 70% of U.S. households within 1 hour.

From delicious baked treats and chocolate-dipped fruit to farm-fresh flowers, balloons, and beyond, today's Edible® is more than our signature arrangements.

Our Future

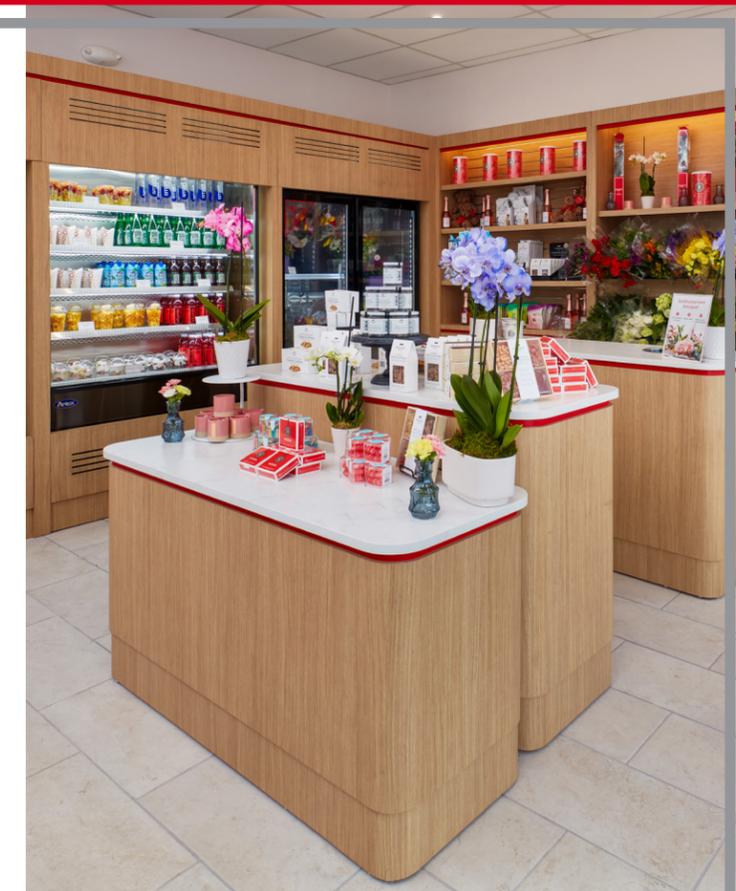
Our Next-Gen store model welcomes a **new generation of gifts and treats**, hand-crafted to wow in a modernized and experiential storefront.

The company remains family owned and operated, with Somia Farid Silber at the helm as CEO since 2024.



Somia Farid Silber
CEO

Tariq Farid
Founder & Chairman

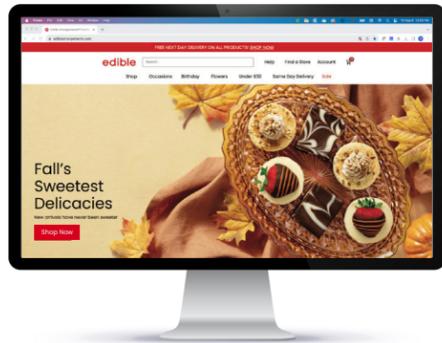




Digital + Retail = 1 Powerful Platform

Together, these global, always-on, omnichannel engines drive Edible Brands' growth and innovation. Our company is built on scalable, technology-enabled systems that empower each store to thrive individually while benefiting from the strength of the collective.

edible.com™



50M+ in customer traffic annually



58M+ annual website sessions



300M+ people within last-mile radius



\$80+ average order value via edible.com



82% brand awareness

(Further support comes from vertically integrated supply chain and technology)

retail stores

Locally Owned Retail Locations With Expansive Delivery Fleet





Product Categories



Arrangements



Dessert Boards & Platters



Baked Goods



Treat Boxes



Fresh Fruits



Balloons



Flowers & Plants



Other Gifts & Goodies

rōti

Roti® is a fast-casual restaurant concept offering a customizable menu of fresh Eastern Mediterranean cuisine.

Edible Brands® added Roti® to its portfolio in 2025.

Our Purpose

Creating a **healthier world** with bold, **craveable flavor**.



rōti

Our Story

Founded in 2007, Rōti offers an endlessly customizable menu of Eastern Mediterranean favorites made from wholesome, healthy ingredients. You will discover it's our unique talent for creating high-flavor food experiences with authentic spices that truly sets us apart.

Our Future

Since joining the Edible Brands portfolio in 2025, the restaurant concept is focused on strategic expansion through franchising.

With 18 corporate-owned locations open across Chicago, Washington, D.C., and Minneapolis, Rōti will accelerate its growth under Edible Brands, tapping into the company's marketing scale, technology engine, and franchise development expertise.



rōti

Our Food

Whatever you choose to indulge in, a bowl, salad, pita or wrap, our food is built around a core set of Eastern Mediterranean ingredients that bring it to life:

MAIN DISHES

seasoned and freshly char-grilled – chicken, steak, fish, lamb

SPICES

like Za'atar, Sumac, Harissa, Coriander, Cumin, Turmeric

SAUCES

that top it all off - tangy hot sauces, cooling yogurt sauces, authentic tahini

TOPPINGS

like olives, feta cheese, pickled onions and chickpeas

SIDES

of hummus, warm pita, tomatoes & cucumber, fresh veggies



Edible Brands Leadership

Meet our executive leadership team working to shape the future of Edible Brands and the future of celebration.



Somia Farid Silber
Chief Executive Officer



Tariq Farid
Founder & Chairman



Matthew Walls
President & Chief Stores Officer



Angela Johnson
Chief Marketing Officer



Dan Hurwitz
Chief Financial Officer



Erica Randerson
Chief Digital Officer
& General Manager, Edible.com



Doug Knox
Chief Legal
& Compliance Officer

Editorial Files - Edible®

Basket Logo Horizontal:



Basket Logo Stacked:



E-commerce Logo:

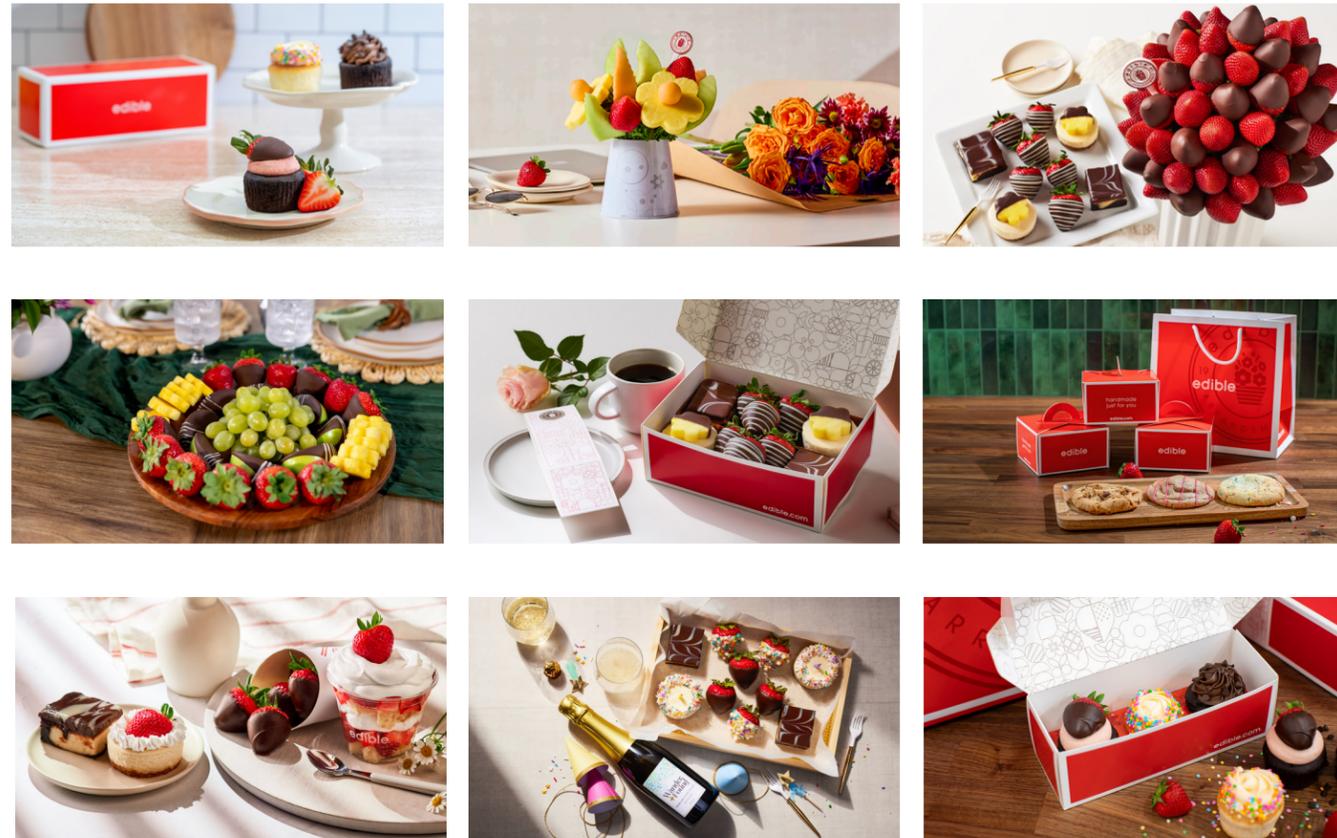


Logo

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Product Images

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Editorial Files - Roti®

Primary Logo:

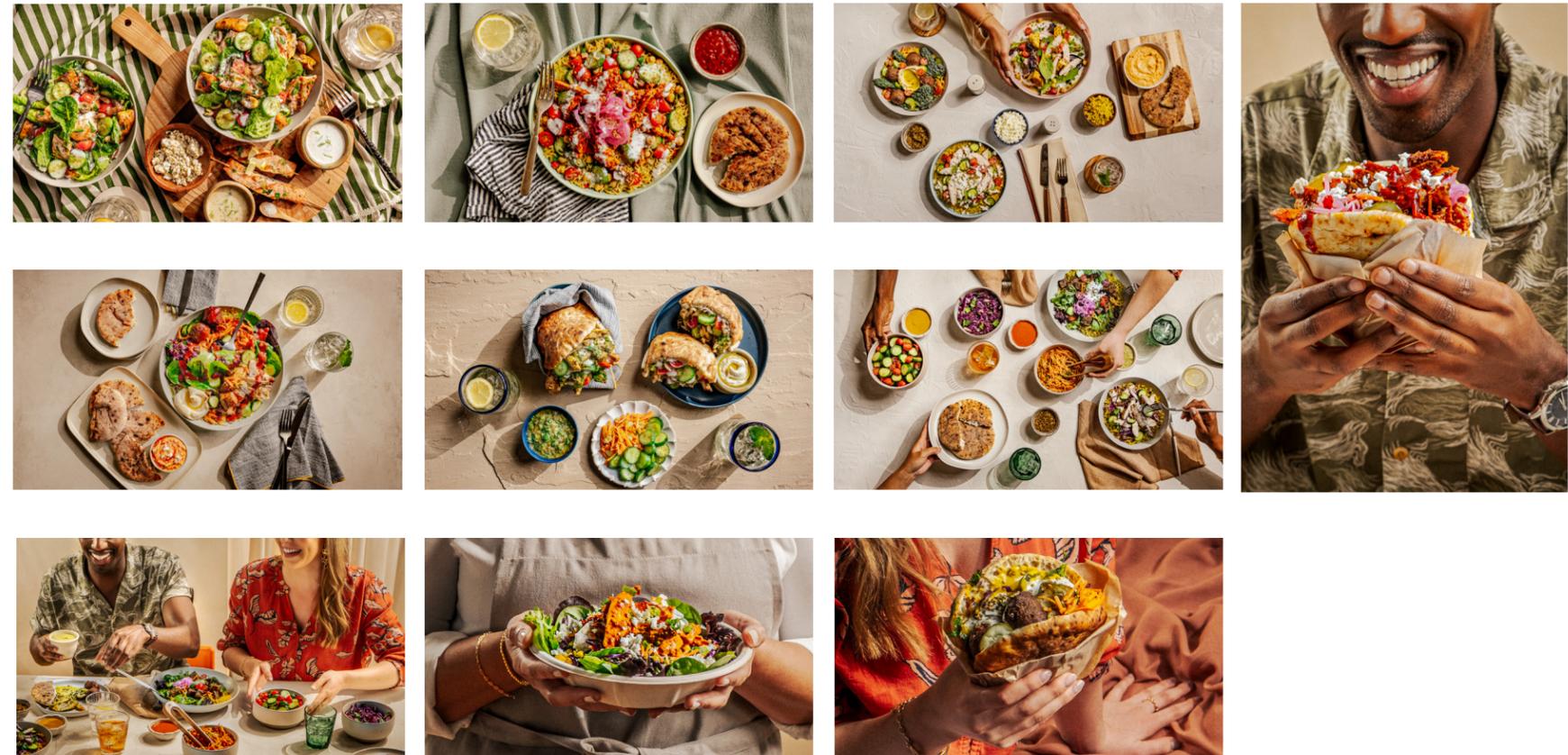


Secondary Logo:



Logo

(password: 4mQ11CRgy3GX)



Product Images

(password: W8KMyXr287ym)

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Media Contact

For national and regional press inquiries, contact media@ediblebrands.com.

For local media inquiries, [contact your local Edible®](#) or [your local Roti restaurant](#).

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