

Brothers International Unveils New Brand Identity to Reflect Its Growth as an End-to-End Ingredient Platform

After 25 years of growth, Brothers International sets its sights on what's next.

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[International Food Holdings](#), LLC

unveiled a new brand identity and mission that better reflect the company it has become following years of organic growth, strategic acquisitions and continued investment in its capabilities. Through the years, Brothers has expanded the breadth of

ingredients, services and solutions it provides to customers, and has built a global supply network spanning more than 30 countries. Today, Brothers is an end-to-end ingredient platform with the global footprint, customer and supplier relationships, scale and expertise to support customers from sourcing through commercialization.



Brothers International's new identity builds on its heritage while reflecting the scale and momentum of the company today.

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Twenty-five years is a milestone, not a finish line.”

*Travis Betters, President/CEO
of Brothers International*

“When we started Brothers 25 years ago, we could not have imagined the company it would become,” said Travis Betters, Founder and CEO of [Brothers International](#). “We’ve come an incredible distance, but the last several years have been especially transformative. We have expanded what we do, where we do it and who we do it for. Today,

we have broader capabilities, deeper relationships with customers and suppliers around the world and more opportunities for our employees than at any point in our history.”

As the business evolved, so did the need for a brand that more accurately represents Brothers and where the company is headed. “Our business has changed significantly, and it was time for our brand to catch up,” Betters said. “This new identity reflects the scale and momentum of

Brothers today while staying connected to the entrepreneurial spirit and relationships that got us here. More importantly, it gives us a stronger foundation for where we want to go next.”

The launch comes as Brothers celebrates its 25th anniversary. The new identity will roll out across the company’s websites, sales and marketing materials, digital channels and other brand touchpoints, with its industry debut at the International Citrus & Beverage Conference (ICBC) in September.

The evolution of its business also prompted Brothers to renew the mission that guides the organization: “Our mission is to create a stronger, more connected food system and a world of opportunity for our customers, suppliers and employees.”

The new mission recognizes the connections at the heart of Brothers’ business, from growers and processors at origin to food manufacturers, retailers and consumers, and the company’s ability to create greater value across the global food supply chain.

Even as its business and reach have expanded globally, Brothers remains proud of its roots in Upstate New York. Founded in 2001, the company continues to maintain its headquarters in the community where its story began, while its U.S. footprint has expanded to include three offices across Florida.

To commemorate its 25th anniversary and give back to the communities that have supported its growth, Brothers will donate the equivalent of 25,000 pounds of fresh fruit across the communities it serves in 2027.

“Growth means more when it creates opportunity for others,” Betters said. “That applies to our customers, our suppliers and our employees, but it also applies to the communities we call home. We’re incredibly proud of how Brothers has transformed over our first 25 years, but we’re nowhere near finished. Twenty-five years is a milestone, not a finish line.”

[Brothers International Food Holdings, LLC](#)

Brothers International Food Holdings, LLC, headquartered in Rochester, New York, is a world-class end-to-end ingredient platform and leading global provider of natural fruit ingredients and products for the food and beverage industry. The Company specializes in supplying tropical and exotic fruit products from more than 30 countries worldwide. Brothers serves as a key link in the global fruit ingredient supply chain, providing integrated sourcing, distribution and value-added development solutions. The Company partners closely with customers to navigate the inherent complexity of fruit ingredients, including perishability, regulatory compliance, seasonality, and the need for consistent quality. For more information, please visit www.brothersinternational.com.

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