Guest lecture given by true fruits-founder Nicolas Lecloux

Nicolas Lecloux, the founder of the company true fruits, gave a guest lecture within the bachelor module “Unternehmensgründung in der Agrar- und Ernährungswirtschaft“ in Bonn on October 12th, 2017. During his humorous speech, he referred to several anecdotes regarding the founding history of true fruits. As a start-up-company, true fruits has developed into Germany’s market leader in the sector of “cooled fruit.”