



Tariq Farid, CFE

Tariq Farid is Founder & CEO of Edible Arrangements International, the pioneer and worldwide leader of high quality, artistically designed fresh fruit arrangements. He is responsible for the company's strategic direction and new franchise development across the United States and internationally. Tariq was born in Pakistan, immigrated to the United States at age 11, grew up in West Haven, Conn., and became a U.S. citizen in 1986. As a teenager, Tariq worked at a local McDonald's where he learned the power of business systemization. His own entrepreneurial journey began at age 17 when he borrowed \$5,000 from his parents to purchase a local flower shop. Within two years, he was operating four highly successful stores. Tariq launched the first Edible Arrangements® store in East Haven, Conn, in 1999. The first franchised location opened in 2001 in Waltham, Mass. Today Edible Arrangements® has more than 1,200 stores worldwide. The company has been recognized as an industry leader since its inception. It has ranked first in its category in *Entrepreneur* magazine's annual "Franchise 500" for the past eight years and regularly places in *Entrepreneur's* Top 40 of "Fastest Growing Franchises" and "America's Top Global Franchises." Edible Arrangements® was named one of the Top 5 businesses in Connecticut by *Inc.* magazine's first Hire Power Awards in 2012 and has also ranked in *Inc.*'s Top 5,000 fastest growing privately-held companies for eight consecutive years. Tariq was awarded the Ernst & Young Entrepreneur Of The Year® 2009 Award in the Retail and Consumer Products category in Metro New York. He earned his CFE (Certified Franchise Executive) designation in 2011. The same year Edible Arrangements® opened its first franchise, Tariq founded Netsolace, Inc., a computer software distributor for the franchise industry. In 2014, he acquired software provider Emaximation and rebranded the company Naranga. It provides a wide range of technology solutions to help franchise companies market themselves and manage their operations. In 2013, Tariq established the Tariq Farid Foundation to support causes at home and around the world. Beneficiaries have included hospitals, schools, community centers, soup kitchens, revitalization efforts and organizations focused on poverty, childhood cancer, and youth leadership. Tariq also started Edible Cares® to support Edible Arrangements® stores and corporate offices in giving back locally and nationally. This includes the Edible Cares® Fund, which provides assistance to Edible Arrangements® store employees, friends and families in times of extreme need – whether due to natural disasters, family misfortunes, illness or other causes.