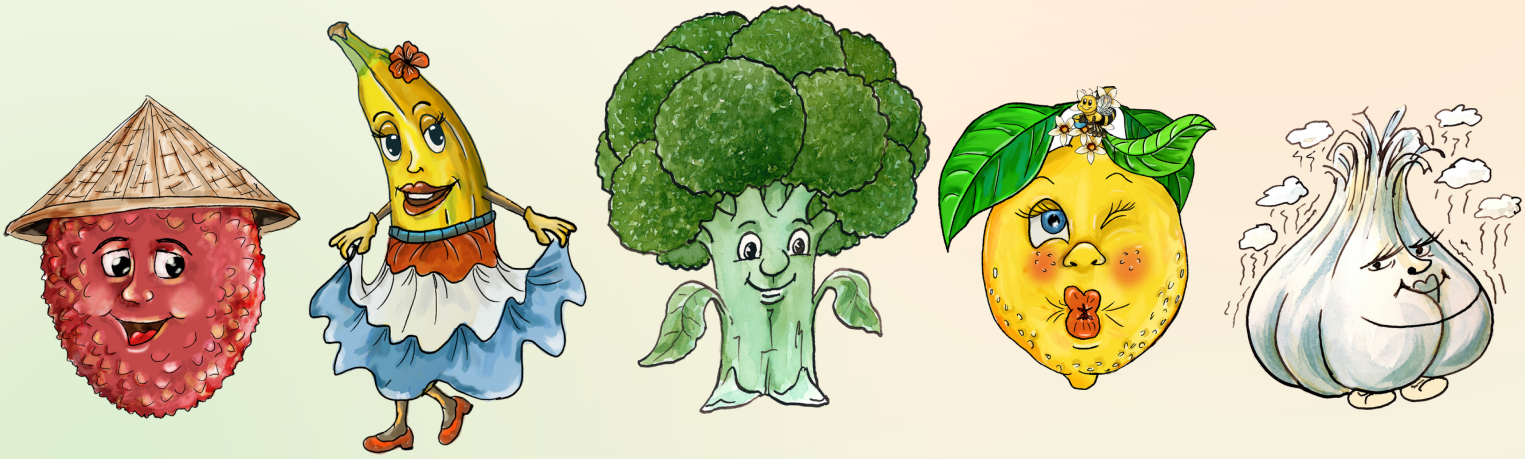
PRESS KIT

Pauli Broccoli & Friends

A global character and entertainment brand bringing food, culture, music, stories and play to fans of all ages—featuring 71 original fruit and veggie friends from around the world.

FOR JOURNALISTS & LICENSING PARTNERS



Created by **Birgit Waites, M.S.** · Fans of all ages · **www.paulibroccoli.com**

Songs · **Books** · **Games** · **Curriculum** · **Licensing**

BRAND STORY

Fruit, veggies & cultural discovery

One garden. A whole world of friends.



Pauli Broccoli & Friends is a **global character and entertainment brand** bringing food, culture, music, stories and play to fans of all ages—with 71 original fruit, vegetable and spice friends, each from a real place, each with a name, a story and a hello of their own.

Pauli Broccoli, a little broccoli from the USA, explores with **Sojourner**, a big blue bird garden guide from Madagascar. She helps plant friends discover new places—turning food and culture into music, stories and play that fans of every age can enjoy.

The brand lives on **www.paulibroccoli.com** with free songs and site games, picture books and activity books, classroom resources, collector stickers, merchandise in development, and partnership pathways for character, music, publishing and consumer products licensing.

AT A GLANCE

What Pauli is

- Global character & entertainment brand
- 71 original characters (fruit, veggie & spice friends)
- Fans of all ages—children and families included, not the limit
- Food, culture, music, stories, play, books, games & merch
- Official shop: stickers, books & expanding merchandise

Tagline: *Sing, dance and eat the rainbow.*

FACT FILE

The essentials

Brand	Pauli Broccoli & Friends
Founder	Birgit Waites, M.S. — Founder & CEO
Site	www.paulibroccoli.com
Friends	71 original characters from around the world
Audience	Fans of all ages
Channels	YouTube, Instagram, TikTok, Facebook, Pinterest
Shop	Stickers, books & merchandise in development
Partners	Licensing & partnerships

FOUNDER

Birgit Waites, M.S.



Founder & CEO

Birgit Waites, M.S., is the Founder & CEO of Pauli Broccoli & Friends. As a mom of two, she set out to make healthy eating joyful and to open children's eyes to the wider world—and created a world of **71 fruit, vegetable and spice friends** that has grown into a global character and entertainment brand for fans of all ages.

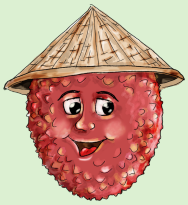
She holds an **M.S. in Natural Medicine** and is a **Board Certified Holistic Health Practitioner (AADP)**, with more than 20 years helping families understand food.

More about Birgit's holistic-health work: birgitwaitesms.com · Pauli brand: paulibroccoli.com/about

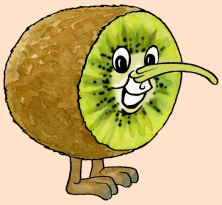
CHARACTER HIGHLIGHTS

Six friends from the Global Garden

Each friend is original artwork tied to a real food and a real place. Full roster: 71 friends on the site.



Li Lychee
China · Lychee
China's sweet little star—bright red shell, juicy smile.



Piripi Kiwi
New Zealand · Kiwifruit
Fuzzy coat, emerald inside—New Zealand's playful friend.



Colin Cabbage
Ireland · Cabbage
Leafy hero from Ireland's rolling green hills.



Gabriela Garlic
Egypt · Garlic
Bold flavor from Egypt's sun-baked soils.



Lena Lemon
Argentina · Lemon
Argentina's brightest sunbeam—zesty and cheerful.



Bambina Banana
Costa Rica · Banana
Queen of pura vida under Costa Rica's tropical sun.

PUBLISHING & PLAY

Books, songs & games

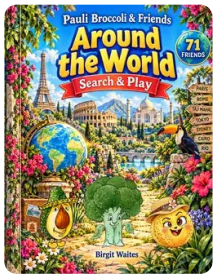
Picture-book series

One friend and one country per book. Paperbacks are available through the official shop and Amazon. New digital editions are coming soon.

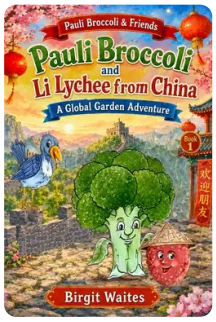
- Li Lychee (China) · Catalina Cacao (Ecuador) · Mate Mango (Australia)
- Fernando Avocado (Mexico) · Akeem Ackee (Jamaica) · Lena Lemon (Argentina)
- Chief Coconut (Nigeria) · Dumadi Durian (Indonesia) · Gino Tomato (Italy)
- Karmous Fig (Algeria) · Hans Asparagus (Germany) · Bambina Banana (Costa Rica)
- Gabriela Garlic (Egypt) · Piripi Kiwi (New Zealand) · Harry Hazelnut (Azerbaijan)
- Zena Clove (Tanzania)

Learning & activity

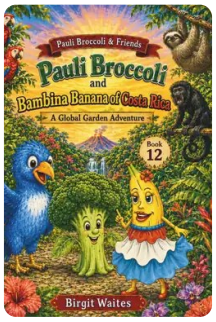
- **Pauli Broccoli & Friends: Around the World, Search & Play** — 88-page full-colour hidden-object & activity book (8 finds per scene, bonus puzzles, answer key)
- **Pauli's Global Passport** — printable travel workbook with stamp trackers & maps
- **The Global Garden Curriculum** — teacher guide & printables (nutrition, culture, geography)
- Free printables and Garden Club updates on the website



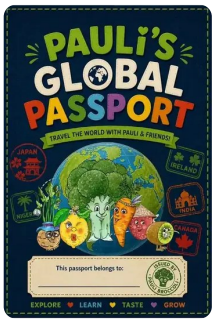
Around the World, Search & Play
Hidden-object activity book



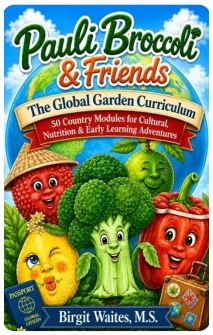
Li Lychee from China
Picture book · Book 1



Bambina Banana
Picture book · Costa Rica



Pauli's Global Passport
Travel workbook



Global Garden Curriculum
Teachers & homeschool

Music & games

Animated sing-alongs · YouTube @paulibroccoli · Passport game (71 stamps) · Weekly food challenge · Which-friend quiz · Memory Match · Global Garden Passport stories

A growing catalogue of original songs and animated videos—dozens of songs across sing-alongs, friend features and Veggie Rave. Examples include *Move Over Baby Shark!*, *One World, One Song*, *Green Is the New Cool* and *Pauli's Adventure Song*.

Website games: Search & find, puzzle and colouring adventures featuring friends from six countries—play at paulibroccoli.com/games/adventures.

PARTNERSHIPS

Licensing, media & contact

Pauli Broccoli & Friends is a global character and entertainment brand—one original universe of food, culture, music, stories and play across the same 71-friend world. Licensing is by enquiry; there is **no blanket license** to use brand assets.

Characters & art

71 original fruit, vegetable and spice friends with names, homes, hellos and stories. Wholly owned original artwork.

Music & video

A growing catalogue of original songs and animated videos on YouTube—dozens of songs, including sing-alongs, friend features and Veggie Rave dance tracks.

Publishing

Picture-book series, Search & Play activity book, coloring pages and printables.

Education

Global Garden Curriculum with teacher guide and printables; passport-style classroom resources.

Consumer products

Collector kiss-cut sticker sheets and individual character stickers are available today, with additional merchandise in development. Licensing partners can help grow an expanding consumer-products range—from stickers toward apparel, toys, bags and more.

Food & healthy living

Created to make "try a new food" feel like an adventure—natural fit for produce, grocery, food culture and lifestyle conversations across ages.

MEDIA ASSETS

Usage notes

- All characters are original artwork owned by the brand.
- Press may request approved logos and character stills via the official contact route.
- For commercial use or adaptations, request permission through the licensing contact route.
- Always credit: **Pauli Broccoli & Friends** / Birgit Waites, M.S.
- Use the original transparent logo without alteration.

RIGHTS & LICENSING

Contact for rights

Partnership and licensing enquiries are handled through the official public forms. A style guide and character pack are available to qualified partners.

paulibroccoli.com/partners

Use the partners form for category interest—or Contact → topic *Press & partnerships*.

Press & licensing contact

For books, class sets, school licensing or partnerships, use the official contact page and select topic **Press & partnerships**.

- Contact: **www.paulibroccoli.com/contact.html**
- Licensing: **www.paulibroccoli.com/partners.html**
- Social: YouTube @paulibroccoli · Instagram @pauli.broccoli · TikTok @pauli_broccoli

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