



Fruit Fly Defense – Capabilities Statement

Company Overview

Fruit Fly Defense, LLC is a husband-and-wife-founded, science-driven company dedicated to delivering natural, effective solutions for fruit fly and gnat control. Co-founders Donny (a biologist) and Caroline (marketing / product expert) combine scientific rigor with innovation to create a product that prevents infestations rather than trapping them after the fact.

We design eco-friendly, easy-to-use products, such as “Sink Drops” and “Deterrent Packs,” that create an invisible scent barrier using pure organic compounds like peppermint and lemon. These formulations inhibit pests by disrupting their olfactory senses, yielding an 80–90% reduction in fruit flies.

Key Capabilities

Natural, Non-Toxic Formulas

- Utilizes organic essential oils and distilled vinegar that are safe for food environments, sinks, and sensitive surfaces.
- Avoids harsh chemicals, ensuring longevity of infrastructure and guest safety.

Scientifically Proven Efficacy

- Products undergo controlled, temperature-regulated processing (over four weeks) to develop a consistent, long-lasting active barrier.
- Demonstrated pest reduction of 80–90%, with consumer testimonials reflecting rapid and sustained fly elimination.

Targeted Solutions for Commercial Sectors

- Ideal for high-traffic and sanitation-sensitive spaces such as kitchens, dining areas, hospitality surfaces, and restrooms.
- Safe for integration into existing cleaning protocols and facility maintenance routines.

Supplier Diversity & Certifications

Fruit Fly Defense is proudly certified as a Disability-Owned Business Enterprise (DOBE) through Disability:IN. This certification demonstrates our commitment to supplier diversity and positions us as a trusted partner for organizations seeking to expand their inclusive procurement efforts. As a DOBE-certified company, we bring not only effective, eco-friendly pest prevention solutions but also the added value of helping institutions, hotels, and food service providers meet their diversity, equity, and inclusion (DEI) goals. By partnering with us, organizations can enhance their supplier diversity portfolios while supporting innovation from underrepresented business owners.

Past Performance & Client Testimonials

Fruit Fly Defense has built its foundation through a strong direct-to-consumer channel, where thousands of households rely on our products to keep kitchens and drains free from fruit flies. Customer reviews consistently highlight noticeable results within 24 hours, praising the natural scent profile and ease of use. This grassroots adoption has provided proof of efficacy and brand loyalty, giving us a strong platform to scale into commercial environments.

We are now extending our solutions to serve businesses in hospitality, higher education, and food service. Fruit Fly Defense products are already deployed in select Dave & Buster's, Chick-fil-A, and LongHorn Steakhouse locations, as well as through commercial cleaning franchises who integrate our deterrent solutions into their service offerings. These early partnerships demonstrate our ability to transition from consumer sales to institutional procurement while maintaining the same high standard of effectiveness and safety.

Alignment with Your Needs

Fruit Fly Defense understands the unique challenges faced by higher education institutions, hotels, and food service providers when it comes to maintaining safe, sanitary environments. Our products are specifically designed to meet those needs. Because our formulas are natural and free from harsh chemicals, they can be safely used in food and beverage areas without risk to guests, students, or staff. The light peppermint and cedarwood scent is fresh and pleasant, ensuring that our solutions remain discrete and guest-friendly rather than intrusive.

In addition, our eco-conscious approach aligns with the growing demand for environmentally responsible products. We use sustainable ingredients and cruelty-free practices, helping our partners strengthen their own commitments to environmental stewardship. Just as importantly, as a DOBE-certified company, Fruit Fly Defense contributes directly to supplier diversity goals. Partnering with us not only delivers effective pest prevention but also supports procurement teams in expanding their DEI initiatives.

Codes & Identifiers

Primary NAICS Codes

- 325320 – Pesticide and Other Agricultural Chemical Manufacturing
- 424690 – Other Chemical and Allied Products Merchant Wholesalers
- 561710 – Exterminating and Pest Control Services

Additional NAICS Codes

- 325611 – Soap and Other Detergent Manufacturing
- 325998 – All Other Miscellaneous Chemical Product and Preparation Manufacturing
- 424990 – Other Miscellaneous Nondurable Goods Merchant Wholesalers
- 561720 – Janitorial Services

PSC (Product Service Codes)

- 6840 – Pest Control Agents and Disinfectants
- 6850 – Miscellaneous Chemical Specialties

Contact Information

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