

FRESH AVENUE

# Fresh Avenue's Approach to Supply Chain Success

# Leveraging the Fresh Avenue Advantage in Your Supply Chain

## Services

Building off of quality product with great growers, our team builds value by providing a suite of services that includes consolidation, delivered programs, and in-market support. We know that success in our industry is not limited to a single transaction, but product delivery and follow up in your market place, always working alongside you as an addition, and not substitution to your team.

## Product

Fresh Avenue has recently expanded our grower shipper model to offer an enhanced list of products. This brings more value to the foundation of services that we have established over the years. The same quality and service that the Fresh Avenue team is known for is now available in our commodity line of produce through Green Light, or in a private label program.



A strong supply chain considers a two-fold approach of product and service. Fresh Avenue builds value to you on our proven track record of success and growth.

Grow, Consolidate, &  
Deliver with Fresh Avenue

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# What's New from Fresh Avenue

It all begins with great produce with Green Light!



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# Green Light Commodity / Private Label Items

Item Description	Case Pack	Carton/Pallet
Greenleaf	24 ct. Liner	35
Romaine	24 ct. Liner	35
Iceberg	24 ct. Liner	40
Spinach, Bunch, Clipped	17 Lb.	35
Spinach, Bunch	2 Dozen	49
Napa Cabbage	50 Lb. Carton	35
Napa Cabbage	30 Lb.	49
Loose Leek	1 Dozen	56
Trimmed Leek	1 Dozen	56
Leek Sticks	5 Lb. Bulk	150
Italian Parsley	5 Dozen	48
Italian Parsley	2 1/2 Dozen	80
Italian Parsley	4 - 1 Lb.	140
Iceless Green Onions	24 - 2 Bags	132
Iceless Green Onions	4 - 2 Lb.	132
Escarole	2 Dozen	42
Escarole	1 Dozen	70
Endive	2 Dozen	42
Endive	1 Dozen	70
Curly Parsley	5 Dozen	48
Curly Parsley	2 1/2 Dozen	80
Curley Parsley	4 - 1 Lb.	140
Cilantro	5 Dozen	48
Cilantro	2 1/2 Dozen	80
Cilantro	4 - 1 Lb.	48
Butter Lettuce	2 Dozen	35
Butter Lettuce	1 Dozen	70
Beets	1 Dozen	56
Anise	2 Dozen	42
Bok Choy	50 Lb. Carton	35
Bok Choy	30 Lb.	49
Kale	2 Dozen	48
Celery	24 Ct.	32
Celery	30 Ct.	32
Celery	36 Ct	32
Broccoli	14	48
Broccoli Crowns	--	56
Broccoli Asian Cuts	--	56
Cauliflower	9	48
Cauliflower	12/16	56
Brussel Sprouts	Small	56
Brussel Sprouts	Medium	56
Brussel Sprouts	Large	56

# Consolidate with Fresh Avenue!

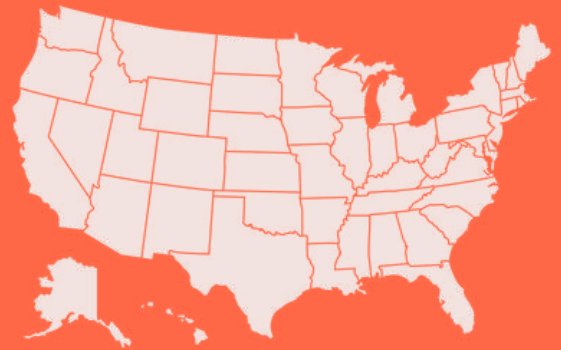
Produce consolidation allows you to get more variety in each load and has less stops meaning produce is on the road faster and fresher.

## The Consolidation Advantage with Fresh Avenue

Fresh Avenue consolidation makes it easy to build your consolidation loads with the exact produce you need at the right frequency. This helps you keep the end customer happy with variety and exceptional quality.

- Consolidation Warehouses in Salinas, Yuma, McAllen, and Yakima
- Opens new suppliers to you with over 100+ growers to consolidate product
- Maintain your direct relationships with growers
- We handle in-bound and transfer
- logistics
- Aggregate and coordinate all customer products from vendors if required
- Palletize, inspect, wrap, stack, to maximize truck utilization on you outbound shipments
- Optimize your truck fill
- Buy seasonal, specialty, and LTL produce
- Sustainable freight solution by improving truck utilization
- Trucks on road faster means fresher produce

## Strategically Placed Coolers in US Growing Regions



Salinas, CA

Santa Maria, CA

Yuma, AZ

Yakima, WA

McAllen, TX

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# Delivered Programs

We offer end to end programs with a responsive and reliable team with established lanes from major growing regions to major markets.

## A Responsive and Reliable Logistics Partner

Fresh Avenue offers logistics that goes from field to facility with responsive and reliable support. Not only do we have established lanes from major growing regions to major markets, we manage freight for our customers with our high level of customer support, which translates to produce quality and freshness!

- Reliable and trustworthy transportation across the United States
- Customized loads – All the way from product to lanes
- Dedicated accounts managers providing personalized end-to-end support and guidance
- Competitive market pricing, and the ability to offer contract dedicated rates
- Customer advocacy, acting as an extension of your company to ensure fast and cost-effective services

Supply chain success depends just as much on who you work with as how you build your delivery programs.



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# In-Market Support

Our team's driving force is excellence in service to our customers. As a result we are responsive in our communications, ensure extra care in production quality and specifications, and follow up in your market.

## The Fresh Avenue's Support

We know that customer service is best when there is someone in your corner-or region, that truly knows the market dynamics. Additionally, this representation allows a greater level of follow up with in-store visits or meetings. We believe the best support is in-person and not isolated to someone behind a desk.

- Customer Focused with Responsive & Reliable Communications
- Store Visits, Business Reviews, Reporting
- Continual Assessment / Customization of Programs

What makes Fresh Avenue different is our team streamlines the customer experience through product quality, cost savings, adding value, and delivering our signature excellence!



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# PACIFIC NW CONSOLIDATION SUCCESS STORY

Fresh Avenue led a study that looked at the benefits of consolidation of fresh produce items for a premier US based supermarket chain with 500+ locations and a complex supply chain.

## The Problems

The pain points we examined were in the increased time and miles it took to pick up boutique and specialty items from a large number of growers in a large geographic region in the Pacific NW.

## What we Found

Long truck wait times, distance between pick-ups inherent to NW tree fruit varieties and shed locations, adverse winter weather were all conditions that drove up transit times and increased volatility on inbound transit times. The result of this was chaotic inventory management practices and reduced emphasis on variety of product offering, vendor concentration on spend, and inability to introduce new, highly seasonal variety available at many different pick up points around the PNW growing regions.

## Solution

This retailer prides itself on variety, quality, and specialty items, boutique offerings, and we were able to maintain these core attributes through consolidation. Using a specialized plan to coordinate and consolidate a customer's supply chain resulted in \$3.5 million in savings. This also brought in greater efficiencies in time on road, freshness, and administration.



**MAINTAINED A  
SUPPLY CHAIN OF  
SPECIALTY GROWERS  
AND GROWER  
RELATIONSHIPS**



**YEARLY SAVINGS OF**  
**\$3.5MM**  
**THROUGH  
CONSOLIDATION**





# WEST COAST CONSOLIDATION SUCCESS STORY

Fresh Avenue led a study that looked at the benefits of consolidation of fresh produce items for a US based supermarket chain with 120+ locations and 2 distribution centers.

## The Problem

Category buyers of West coast citrus, soft fruit, and vegetables were struggling with out-of-stocks, spoilage due to overstocks and mis-rotations, warehouse space optimization, difficulty maintaining a wide SKU, and increasing “fill in buys” from 2nd or 3rd hand distributors which were causing a downgrade in quality, freshness, and brand integrity.

## What we Found

- Delayed Transit Times because of long wait times at vendor facilities
- Over 6 million pounds of un-realized freight capacity per year with 32 trucks per week at \$10,400 per truck
- Inventory waste and shrink
- Increased spot market buys at top dollar market prices

## Solution

Freight optimization through consolidation taking 2x per week purchases to 3-4. This resulted in increased replenishment, higher inventory turns, reduced out-of-stocks, improved freshness, and shrink/stales. Excess capacity was recaptured and reduced almost 4 total trucks each week. This also reduced operational strain on the receiving crews, reduced local buy-ins at peak market rates, and ultimately increased quality on the shelf and lost store sales.

LESS ENVIRONMENTAL IMPACT  
BY REDUCING



# 192

TRUCKS YEARLY



YEARLY SAVINGS OF

# \$1.5MM

THROUGH  
CONSOLIDATION



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