

FRESH AVENUE

Introducing
Fresh Avenue!

Grow - Consolidate - Deliver

The grow, consolidate, and deliver model brings efficiency, quality, and savings to foodservice, retail, and restaurant chains.

The Fresh Avenue Advantage

We're Fresh Avenue, a team that enhances the produce supply chain for our customers through customized sourcing, product development, freight solutions, and in-market support. With decades of experience in agriculture, sourcing, selling, operations, and logistics, we strive to be a resource for those wanting to directly connect with fresh produce growers and processors.

- Optimized Sourcing - Best Fit
- Consolidation w/ Coolers in Salinas, Yuma, Yakima, & McAllen
- Managed Transportation & Delivered Programs
- Strong In-Market Support
- Specialize in Produce for Foodservice



Grow, Consolidate, &
Deliver with Fresh Avenue

FRESH AVENUE

Support that Starts in the Field

A robust supply chain strategy directly integrates growers, sourcing, and logistics.

Sourcing

Knowing where to look is half the problem when searching for something great. With produce, that means knowing which grower / processor to work with that values quality, safety, and meeting your exact needs. We know what to look for and will point you to the grower who will best fulfill your specific produce needs.

What we Offer

With our produce partners and our extended network of growers, we can help you with whatever produce you need beyond our own label. Sourcing is our specialty, not just looking for the product, but finding the growers with which our customers can build a strong and lasting connection.

In the Field

The supply chain can get inundated with so many extra links that you start to see communication problems which result in loss of time and quality. We keep that chain to a minimum by having our own team members in the field constantly monitoring the produce quality that we are shipping out to customers.

Support in the Market

Our team isn't confined only to the field or logistics department; we have representatives located in various regions across the US that provide in-person support to our customers. Support begins in the field and expands into the various markets across the US, beginning before and continuing long after the close of a sale.



Access a great selection of produce through Green Light Fresh, our West Coast grown line of commodity, retail, and specialty produce.

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FRESH AVENUE

Fresh Avenue's Line of Produce

It all begins with great produce with Green Light and builds with our sourcing and logistics services.



Green Light is our proprietary commodity and retail line that is sourced from the best fresh growers and processors. Learn more at: www.greenlightfresh.com



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FRESH AVENUE

Consolidate with Fresh Avenue!

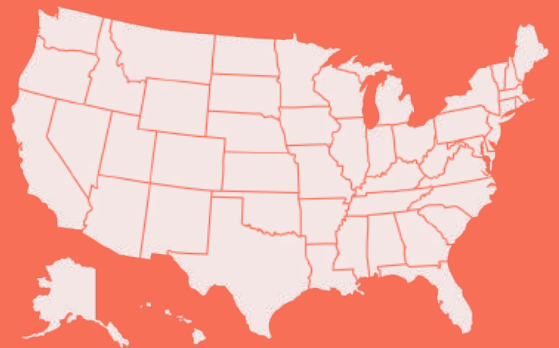
Produce consolidation allows you to get more variety in each load and has less stops meaning produce is on the road faster and fresher.

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

Yuma, AZ

Yakima, WA

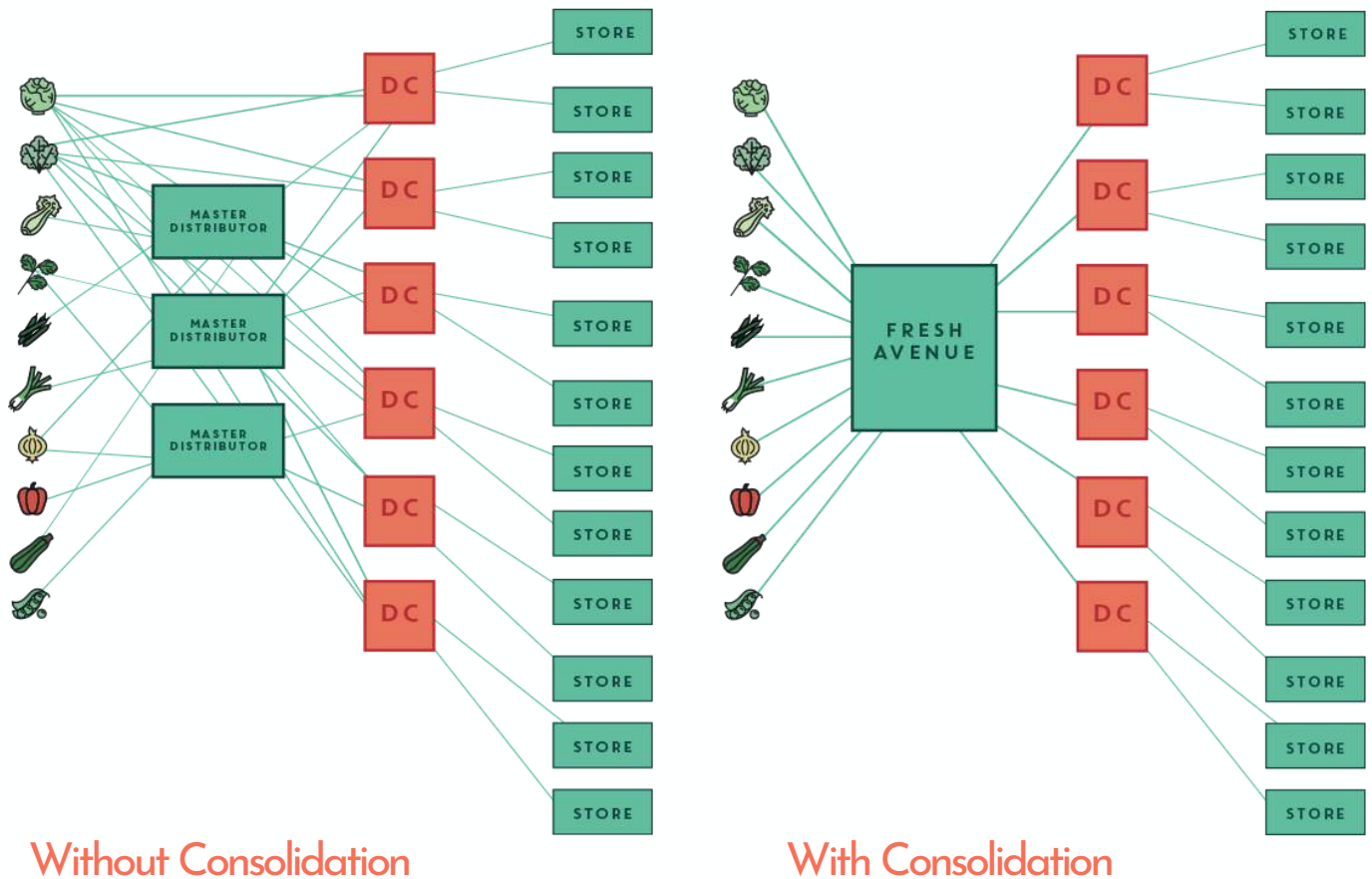
McAllen, TX

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Fresh Avenue's Brand of Consolidation

When we talk about consolidation, it is not just a supply chain strategy that means more work for our customer's to piece together, but we partner with you in bringing optimization to your existing supply chain and the vendors you are purchasing from so that unnecessary time and miles are eliminated by bringing everything to a central warehouse, then sending out to your stores exactly what you need at the right delivery interval.



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Trade Partners

All your produce needs are met with our robust network of growers across the US where we can source the product and spec you need.



A robust supply chain strategy directly integrates growers, sourcing, and logistics.

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FRESH AVENUE

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 Way of Customer Support

Fresh Avenue knows 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
- Full or A-la-Carte Services

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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