



Contact: Mark Vaughan
Telephone: 405-833-7894
E-mail: mark.vaughan@freshavenue.com
Website: www.freshavenue.com

FOR IMMEDIATE RELEASE
July 20, 2016

Fresh Avenue Launch

Fresh Avenue, a new company representing producers to the fresh fruit and vegetable space, officially begins business today and announces its founding producer partner. Fresh Avenue will proudly serve as the exclusive sales representative for all GreenGate Fresh products, effective immediately.

Founded by industry veterans Mark Vaughan and Scott Bricker along with GreenGate Fresh majority owner, Robby Barkley, Fresh Avenue aims to expand the national presence of its producer partners through regional engagement and support. "Fresh Avenue's purpose is to strengthen our producer partners' standing in the marketplace through extensive industry knowledge and the boots on the ground support of our national sales team. We are thrilled to link up with a service-minded group like GreenGate as our first producer partner," stated Mark Vaughan.

"At GreenGate, we have always emphasized superior customer service and Fresh Avenue helps us deliver on that commitment. Ultimately, our partnership with Fresh Avenue will mean more personal interaction with our customers even as GreenGate continues to expand," added Jay Iverson, VP of Sales for GreenGate.

About Fresh Avenue: Fresh Avenue Partners, LLC represents producers to the fresh fruit and vegetable market, expanding presence on a national level through regional engagement and support. For more information, please contact Mark Vaughan at mark.vaughan@freshavenue.com or 405-833-7894.

About GreenGate Fresh: GreenGate Fresh, LLLP provides premium fresh-cut produce to the foodservice industry from its locations in Yuma, Arizona and Salinas, California. For more information, please contact Jay Iverson at jay.iverson@greengatefresh.com or 831-783-1979.

The Fresh Road to Market