

Fact Sheet

- Fresh Gourmet is launching an innovative partnership program called Grower Direct to respond to the evolving industry changes facing retailers.
- This solution makes ordering premium packaged produce simpler and more efficient for retailers.
- This is relevant during a time when transportation prices have increased, retail storage space has decreased and the profitability per square foot of the produce department space is critical.
- Fresh Gourmet supports growers with sales, marketing and distribution efforts, so they can focus on their core business.
- The Grower Direct program will launch with the largest fig, date and sundried tomato growers in California, such as San Joaquin Figs and Desert Valley Dates.
- This sourcing strategy focuses on transparency, safety and continuity from domestic family farms and co-ops.



Fresh Gourmet Co.

Fresh Gourmet Company has been serving the produce industry with complementary products for more than 25 years, with the #1 Salad Toppings Brand - Fresh Gourmet. Our umbrella of brands is dedicated to serving fresh departments across the retail environment, helping deliver in-store inspiration to Bring Fresh to Life.

Our product development process harnesses the power of 70+ years of foodservice expertise to bring the most relevant trends to market. We put our customers' needs first with customized support and merchandising programs, and consolidated shipments from multiple facilities across the country. So fresh produce and deli departments are fresh with basket building opportunities, and best equipped to maximize dollars per square foot.

Fresh Gourmet Company, Your Partner in Fresh.