



Our Story



Understanding Fresca

Through our network of fresh produce businesses, Fresca Group is a major part of the food chain in Britain and beyond. So what do we do?

We're a grower. We're a wholesaler. We're an importer.

We're a ripener, a packer and a provider of logistics solutions.

Managing categories, managing products.

We do it all day, every day. With brilliant, committed staff and top quality fresh produce.

Still privately-owned, our 140-year-old business continues to grow today through the development of close customer relationships, through an extensive network of international growers and partners, and with innovative joint venture enterprises.

Over 1000 employees help us achieve annual sales totalling over £500 million.

To understand what makes us the business we are today it helps if you know a few things about our past...

From Matthew Mack and his unusual approach to sales back in 1874, through to the present day and our pioneering enterprise in Thanet, Fresca has never stood still.

Some phrases crop up time and again. "First to market", for example, in many different ways. 140 years ago, Matthew Mack was reaching Covent Garden with his produce samples before the competition. Ever since, Fresca people have pushed for their own 'firsts' and innovations. It's this pioneering spirit and originality that has helped ensure our success and built a business culture where nothing is impossible and new ideas are embraced. Please take a look through these pages to see for yourself how we've evolved and to look where we're heading. These are certainly interesting times to be trading and we tackle each challenge as we always have – with hard work, flexibility and innovation.

We're a group of companies which, through M&W Mack, can trace its history back to 1874. As the largest privately-owned supplier of fresh produce to the UK market, Fresca Group has a trading relationship with every major UK multiple retailer in the food sector. The Group has a broad range of interests, and has embraced some unusual business partnership models in its groundbreaking joint ventures. This fresh way of thinking has produced notable successes in the industry and brought real benefits to our customers – not just to Fresca. Products cross the whole span of fresh produce supply – fruit, salads and vegetables. Flowers, dry goods and drinks feature in some of our companies too. We supply the very best of what the UK has to offer alongside imported products from all around the world. Our markets include wholesale, multiple retailers, cruise ships and airlines, independent retailers, restaurants and caterers.



1874

In the year Winston Churchill was born, when Queen Victoria had reigned on the throne for 36 glorious years, Matthew Mack opened the first Mack stand in the Tin Market at Covent Garden. He bought samples of produce from the Pudding Lane auction and whisked them back to market, ahead of the heavier horses and drays. What he lacked in start-up funding he more than made up for in entrepreneurial dash. He soon established an excellent reputation, particularly for Almeria grapes and other Spanish fruit.

1878

The Mack stand moved to the Mud Market at Covent Garden.

1885

Matthew's eldest son, William, joined the business – hence the name M & W Mack Ltd. William, known as Bill (with the pipe in the picture) was quite a character, with a persuasive vocabulary and likeable nature.

1888

The stand moved once again to the east side of the Dedicated Market at Covent Garden.

1900

The business prospered. The firm had become a specialist in Australian apples and pears alongside their Spanish and continental produce.

1917

Business went into recession and times were tough for Mack. Matthew's sons, Peter and Arthur, served in the forces for the duration. On their return they joined the business and took over the partnership. Peter headed to the United States, forging trading links with the result that Mack became one of the largest importers of North American fruit. Arthur purchased some war surplus AEG lorries and began revolutionising the transport side of the business, building up a large fleet that carried the company's produce from the docks to the market.

1933

Macks Hauliers Limited was launched as a separate business to manage the company's extensive fleet of vehicles. By now, the company's fleet was servicing industry beyond fresh produce alone.

1935

By now, Mack had moved again to new premises in Floral Street where they opened the first cold store in the Covent Garden Market.

1936

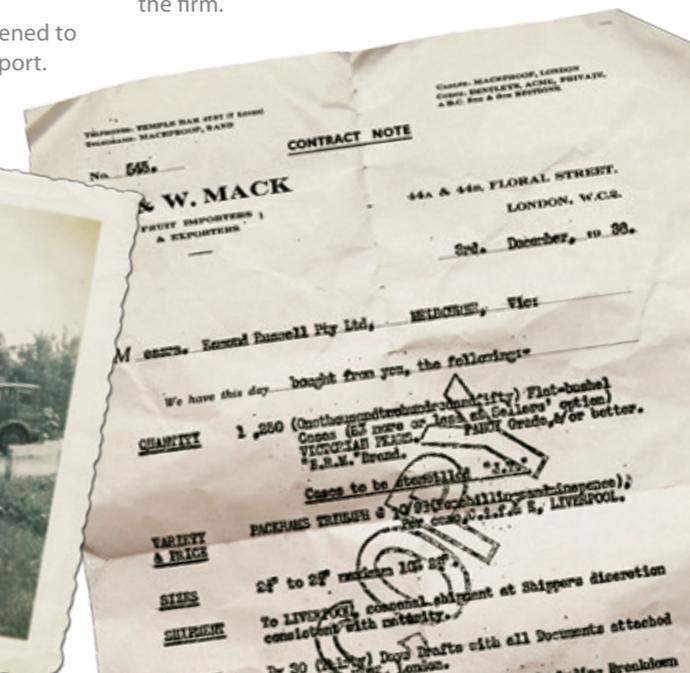
M&W Mack Southampton Ltd opened to bring the company closer to the port.

1937

The first of Peter's two sons, Matthew, joined the firm.

1939

Peter's second son, Donald, joined the firm.



1941

Trading in imported produce dried up during the war, and many Covent Garden businesses closed for the duration. Thanks to the timely installation of the cold store, Mack never closed – the cold store was used by the Ministry of Food as a depot for storing margarine and cooking fats.

1943

Matthew and Donald returned from Royal Navy service to begin re-building the imported produce business.

1949

In 1949 road haulage was nationalised and the entire fleet of 230 lorries and transport vehicles was lost to the government. The fleet had been used for a wide variety of tasks, including helping to clear the south of England of fallen planes from the war.

1951

Mack purchased the first post-war de-controlled citrus imports from Spanish company E Martinavarro. Vicente Dealbert collected a cheque from Donald Mack at the Floral Street office, and a handshake sealed a deal which would see the two companies in a partnership that has lasted until the present day.

1958

The business acquired AJ Edwards, a well-known wholesaler of British-grown produce in Covent Garden market.

1961

Supermarkets were emerging as the 'new' retail environment. Mack & Edwards Distributors Limited was formed to service the needs of these developing outlets as well as handle the distribution of imported and homegrown produce. Based at Paddock Wood in Kent, the facility had its own railway siding on the main Dover rail link. Originally in the centre of Paddock Wood, the facility later moved across the railway line to its present site on the Transfesa estate.

1965

Acquisitions continued with JV White - making Mack an integral part of Birmingham market.

1968

Mack Organisation Field Services was created as a company that would advise British growers on how to be more productive, efficient and how to market their produce more effectively. Nowadays, this function is standard within each of our marketing companies.

1972

T Mansfield joined from Bristol market to become Mack & Mansfield, extending the reach of the business into the West.

1973

July 1973 saw Mack acquire William Morgan of Cardiff to provide a foothold in the Welsh market. By now, the Mack business had a very broad geographic base offering strategic competitive advantages.

1975

Mack joined with British Venture Growers to form Grower Mack Ltd – a consortium of British growers and farmers. Grower Mack helped make strategic links between growers to maximise crop potential and efficiencies in everything from harvesting to transport, logistics, packaging and marketing.

1978

All the various individual trading entities were reorganised as branches of one central organisation – M&W Mack Limited. Chris Mack begins working in the business, learning the trade at the Mack stand at Bristol Market.



The original Paddock Wood site from the air



Donald Mack 3rd generation



Danny Nastri and Tony da Costa



CHICHESTER HEAD OFFICE





1980

£30m turnover.

1982

£50m turnover.

1984

£60m turnover.

1987

Mack Multiples and Mack Markets formed.

1988

Paddock Wood completed and moved from Waitrose site. Chris Mack made Managing Director from 1st June.

1989

Donald Mack retired.



1990

Operating profit over £2m.

1991

£100m turnover achieved.

1994

£150m turnover and £3m operating profit.

1996

£4m operating profit.

1997

£5m operating profit.

1998

£200m turnover.



2001

£6m operating profit.

2002

Mike Musk joined the business as Finance Director.

2003

Purchased vegetable specialist DGM Growers that would quickly become half of Manor Fresh in a new joint venture business. £7m operating profit reached.

2004

In 2004 Ian Craig joined as Managing Director of DGM.

2005

Fresca Group Limited was established as the overall holding company for the rapidly expanding Group. Acquisition of Primafruit, importer and marketer in Evesham with emphasis on citrus, grapes, stonefruit and kiwifruit.

2006

Establishment of Manor Fresh Ltd, a joint venture company in Holbeach, specialising in potatoes and vegetables.





The Fresca Group

2007

Fresca acquired Holbeach company Jack Buck Growers Ltd, vegetable specialist and grower of celeriac and chicory.

MMG Citrus was formed – a joint venture formalisation of the 56 year relationship between Mack and Martinavarro. ValeFresh Ltd began trading. This Evesham business is a contract ripener, packer and logistics company for the fresh produce industry, and a wholly owned Fresca Group subsidiary.

2008

Essex-based strawberry grower, Wallings Nursery, joined the Group. Fresca helped fund a management buy-out to own a 40% stake and full marketing rights in this growing venture. Group sales exceed the £400 million mark.



2009

Thanet Earth opened for business. The UK's biggest glasshouse development growing protected salad crops is the most high profile venture from Fresca Group. A joint venture with specialist growers of tomatoes, peppers and cucumbers, this £125m site is significantly increasing the UK's production levels of these crops.

2011

Jack Buck Growers was renamed DGM Growers.

2012

Nigel Trood joins as Managing Director at Mack Multiples.

Wallings Nursery

2014

Ian Craig becomes Chief Executive of Fresca Group. Combined sales in the Group exceed the £500m mark. Mack Multiples becomes known simply as Mack, and refreshes its identity - in celebration of 140 years of company history.

Mack Multiples becomes Mack



MACK
wholesale

MACK
M&W MACK LTD

Mack Southampton
includes
Mack Ship Stores
Mack Food Service
Mack International Trading

Mack Birmingham

Mack Bristol
includes
P J Down

Importer, packer, ripener and marketer of fruit & vegetables. Multiple retailer focus. Base in Paddock Wood, Kent.



dgm
Growers

Grower of chicory, supplier of niche UK vegetables, including celeriac, fennel and artichokes.

wallings
nursery LTD

Grower of strawberries in Essex - in glasshouse and polytunnels. Production from March to December.

manor
fresh limited™

Potatoes and vegetables - marketing and packing.

thanet
earth™

Growing, packing & marketing speciality tomatoes, peppers & cucumbers from landmark new site in Kent.

primafruit™

Importer and marketer of fresh fruit. Multiple retailer focus. Evesham base.

mmg citrus™

Mack partner 50:50 with Martinavarro, one of Spain's largest, most respected citrus growers. Growing, marketing and packing citrus

joint venture

joint venture

joint venture

joint venture



contacts

Fresca Group Ltd

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Transfesa Road, Paddock Wood,
Kent TN12 6UT
(T) 01892 831595
www.frescagroup.co.uk

M&W Mack Ltd

The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6UT
(T) 01892 835577

Mack

*Procuring, importing, ripening,
marketing & packing bananas,
pineapples, grapes, stone fruit,
melons, berries, avocados and
vegetables*

The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6UT
(T) 01892 835577
www.mack.co.uk

MMG Citrus Ltd

*Growing, procuring, importing,
marketing and packing citrus fruit*
The Fresh Produce Centre,
Transfesa Road, Paddock Wood,
Kent TN12 6UT
(T) 01892 831212
www.mmgcitrus.com

Primafruit Ltd

*Procuring, importing, ripening
marketing and packaging fruit*
Enterprise Way, Vale Business
Park, Evesham, Worcestershire
WR11 1GT
(T) 01386 425000
www.primafruit.co.uk

Manor Fresh Ltd

Potatoes and vegetables
Manor Farm, Holbeach Hurn,
Spalding, Lincolnshire PE12 8LR
(T) 01406 421100
www.manorfresh.co.uk

DGM Growers

*Grower and wholesaler
of niche vegetables*
Oak House, Holbeach Bank,
Spalding, Lincolnshire PE12 8BB
(T) 01406 422615
www.dgmgrowers.co.uk

Thanet Earth

*Grower, importer and
marketer of salad crops*
Barrow Man Road,
Nr Birchington,
Kent CT7 0AX
(T) 01843 844700
www.thanetearth.com

Wallings Nursery Ltd

Grower of strawberries
38 Harwich Road, Lawford,
Manningtree, Essex
CO11 2LS
(T) 01206 230728
www.wallingsnursery.co.uk

Mack Ship Stores

Cruise Ship Supplies
Aurora Building, Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU
(T) 023 8073 5100
www.mackshipstores.com

Mack Food Service

Added value to fresh produce
40 Oriana Way, Nursling
Industrial Estate, Southampton
SO16 0YU
(T) 023 8074 7560

Mack Wholesale Branches:

Mack Birmingham

Horticultural Market,
Wholesale Market Precinct,
Pershore Street,
Birmingham B5 6UN
(T) 0121 622 4111

Mack Bristol

Wholesale Fruit Centre,
Albert Crescent,
Bristol BS2 0YH
(T) 0117 971 2213

Mack Southampton

40 Oriana Way,
Nursling Industrial Estate,
Southampton SO16 0YU
(T) 023 8074 7560

Mack International Trading

40 Oriana Way,
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(T) 023 8074 7570