



Our
business
today



Fresca Group is a major part of the fresh produce supply chain in the UK and beyond. Through a network of companies, Fresca Group is an active investor from seed through to shelf in a fast-moving, competitive marketplace.

Companies in the Fresca Group are growers, importers and wholesalers. They're ripeners, packers and providers of logistics solutions.

The people in our group manage categories and products, linking with the world's best growers to create a powerful commercial proposition.

Every major UK multiple retailer in the food sector is now served by a Fresca business. The Group maintains a strong reputation and a growing business in our wholesale activities too.

These pages explain our business today.

For more information, visit www.frescagroup.co.uk or email mail@frescagroup.co.uk

Our values

Flexibility

In our way of working, our service and our direction

Sustainability

Working for a greater future, stronger ethics and longer relationships

Resourcefulness

Finding solutions, even in the toughest of times

Character

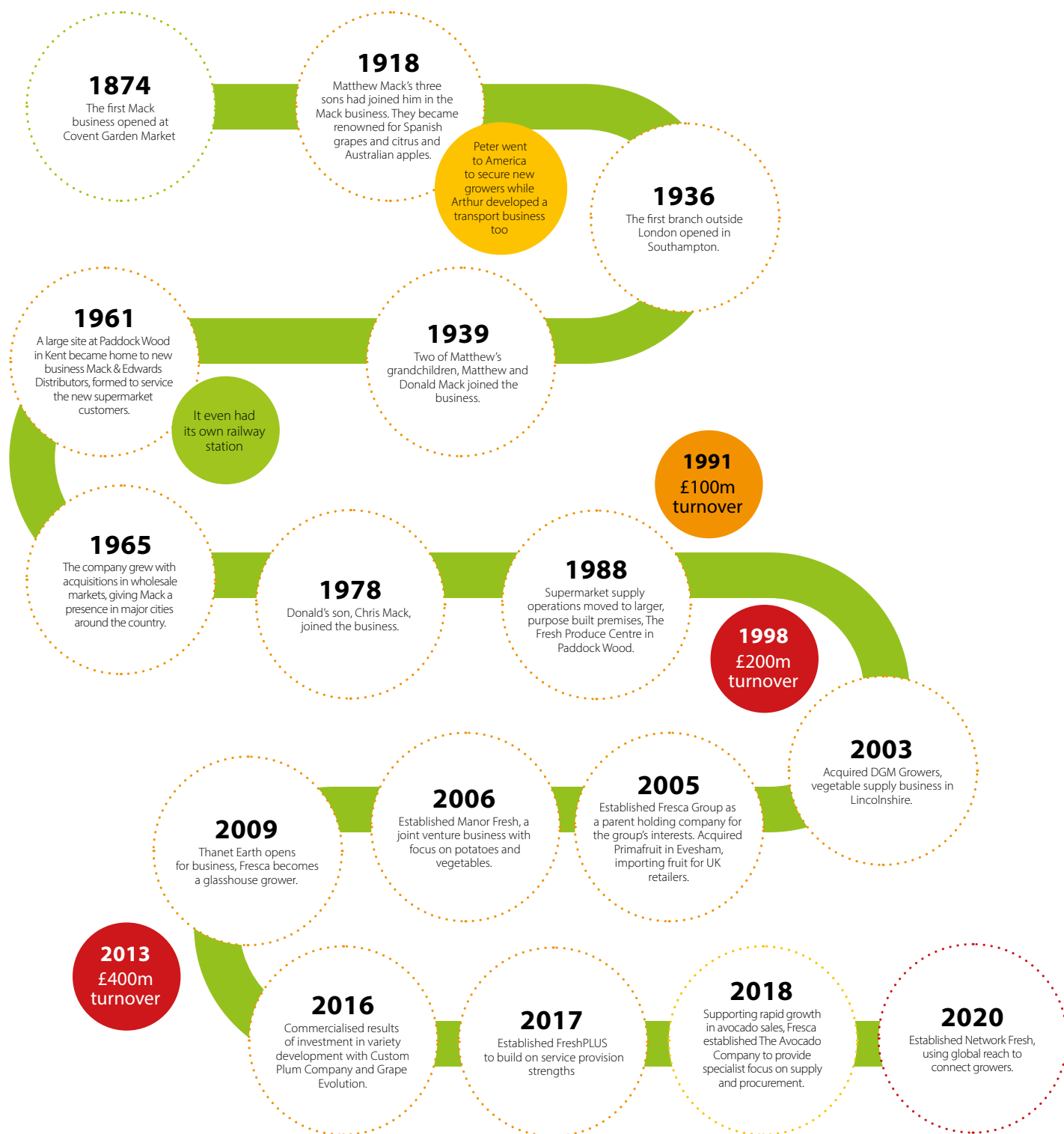
A group with diversity, passion and personality; with people who care

Excellence

In our products, our people, our facilities and our performance

Ambition

Driving developments for Fresca, for our people and our partners



Fresca Group is currently **40%** employee-owned through an employee trust and share scheme.

The remaining shares are held by members of the Mack family and other private individuals.

1250 employees
£444m annual sales

100% owned

Joint ventures and associates

**fresh
PLUS**

Fresh produce service solutions,
from field to consumer.
Based at The Fresh
Produce Centre, Kent.

**THE
AVOCADO
COMPANY**

Avocado specialist; grower,
importer and marketer.
Based at The Fresh
Produce Centre, Kent.

**thanet
earth™**

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

**manor
fresh limited™**

Potatoes and vegetables -
marketing and packing.

primafruit™

Importer, packer, ripener
and marketer of fresh fruit.
Office and core operations
at Evesham.

FRESH CLEAR
CUSTOMS FREIGHT

Logistics and customs
service for fresh produce.

**carloma®
UK**

Marketing the avocado production
of the leading Colombian avocado
producer, Carlama, in the UK
and Europe.

**carloma®
europe**

Importer of Colombian
avocados for customers
across Europe.

**dgm
Growers**

Experts in the growing & supply of
speciality vegetables. Innovative,
with an ever expanding
product portfolio.

MACK fruit

Importer and marketer of fresh
fruit. Based at The Fresh Produce
Centre, Kent.

plum
THE CUSTOM
COMPANY

Research and commercialisation
of exceptional new plum and
interspecific stone fruit varieties
from the Zaiger breeding
programme in
South Africa.

**GRAPE
EVOLUTION**

Marketing new grape varieties
from the Agricultural Research
Organization,
Volcani Centre.

**NETWORK
Fresh**

Connecting people, places and
products around the world.
Direct representation for
growers, delivering new
sales opportunities.

**MACK
wholesale**

Branches in Birmingham, Bristol
and Southampton. Broad customer
base, including foodservice,
caterers, secondary wholesalers,
cruise lines, airlines and
retail chains.



Evesham in Worcestershire is a key centre for fresh produce in the UK, and it's the home for Fresca business, Primafruit.

The company has sourced fresh produce primarily for the multiple retailer market since its establishment in 1981, consistently delivering an innovative programme of year-round supply. Focus for Primafruit is on the UK retailer Waitrose, our businesses linked in a long term supply contract.

Building on our long-established sourcing of stone fruit, grapes and kiwi, the team has expanded the range to include products like citrus, bananas, pineapples and melons too. Recent extensions to the facilities in Evesham have supported this growth and provided further operational capacity. The company now imports a comprehensive range of exotics too, including mango, passion fruit, figs and pomegranate.

Equipped with industry-leading systems and with a purpose-built site, the strong team at Evesham makes sure that they deliver on time, every time.

- Headquarters, ripening and UK packing at Evesham, Worcestershire
- 17,500m² operational area
- 22 packing lines
- 7 day operation
- 24hrs
- 5000 pallet spaces
- Flexible cold storage configuration
- Marketing insights and data analysis
- Category marketing
- NPD and innovation team
- Products:
 - Citrus
 - Stone Fruit
 - Grapes
 - Kiwi
 - Bananas
 - Pineapples
 - Melons
 - Dates
 - Blueberries
 - Strawberries
 - Raspberries
 - Exotics

Primafruit is a wholly-owned subsidiary of Fresca Group



The increase in avocado demand in recent years has been both remarkable and sustained. A more health-conscious consumer is looking for a versatile product, but the complexity of these delicate fruits means it takes a specialist company to fulfil high volumes and maintain quality.

Fresca formed The Avocado Company in 2018; focus is on driving forward category performance for customers, sourcing quality fruit that's sustainably grown and handled in the most efficient, shortest supply route possible. The company is opening new, exciting sources of avocados, working in partnership with growers around the world. Ripening expertise is key to delivering against customer expectations of quality, so investment in ripening and packing capacity is supporting The Avocado Company's rapid growth.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Supply and procurement specialists
- Two proprietary brands for wholesale
- End to end supply experts
- Agronomists and technologists
- Dedicated customer account specialists
- NPD programme
- Category management and consumer data analysis

The Avocado Company is a wholly-owned subsidiary of Fresca Group



The new standard of fresh produce services from farm to consumer.

Operating over multiple sites and based at The Fresh Produce Centre at Paddock Wood in Kent, FreshPLUS takes a different approach to service provision.

FreshPLUS offers clients the freedom to choose from a flexible menu of services, including storage, ripening, packing and distribution of products, grower audits at source, customs clearance services and marketing insight reports.

The expertise of talented people and the capabilities of best in class facilities are combined at The Fresh Produce Centre, where an operational culture of excellence is evident throughout. This approach underpins all of the value added activities & services that FreshPLUS offers, giving clients the tools and confidence they need to grow and develop their business.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- 17,000m² fulfilment centre
- 50 packing lines
- Operational 24/7
- SAP operating system
- 8,000 pallet spaces across multiple sites
- Ripening facilities for bananas, avocados, stone fruit and exotics
- Rapid coolers
- High care area
- Professional suite of offices available for rent
- Distribution & logistics solutions
- Customs clearance, duty management and UK landside services
- Technical, quality and compliance services, both at source and in the UK
- Demand planning, sales order processing, EDI and invoicing services
- Marketing insights and business development services
- Wholesale solutions

FreshPLUS is a wholly-owned subsidiary of Fresca Group Ltd



Fresh Clear provides a comprehensive and independent customs agency service to Fresca Group companies and external clients.

The experienced team has expertise in logistics and customs clearance for the produce industry and they also service businesses dealing with a range of other commodities.

Flexible and responsive, the company welcomes new approaches and the opportunity to assist clients with their specific import requirements.

www.freshclear.com

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Customs clearance
- Duty deferment
- PEACH applications (HMI / APHA)
- UK logistics solutions
- European logistics solutions
- Shipping services
- Warehousing, storage and distribution

Fresh Clear is a wholly-owned subsidiary of Fresca Group



An enterprise with the grower at its heart, Network Fresh uses long-standing relationships with strategic growers to help connect people, places and products.

The company provides sourcing solutions and expertise to help growers who have a year-round supply contract in their home market but who want to improve the fulfilment of their contract. Network Fresh identifies trusted alternative sources whilst looking to increase efficiency and quality performance with the shortest possible route to market.

Network Fresh also builds proposals to represent growers in new, international markets and/or within the UK retail market.

Using sophisticated market intelligence and analytics, opportunities are identified to help growers gain a program. Commercial proposals and cost modelling are key additional points of difference.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Sister companies offer a menu of administrative and operational additional services, including customs clearance, logistics, cold storage and packing.

Network Fresh is a wholly-owned subsidiary of Fresca Group Ltd



Speciality vegetables have experienced considerable growth in the UK retail market, in line with widening tastes in home cooking and a desire for fresh, healthy meal ingredients. DGM Growers have established a strong business with a broad range of customers, from large scale retailers to bespoke food processors.

DGM Growers grow their own products in the UK as well as having long term strategic partnerships with some of the best growers both at home and abroad. They offer a portfolio of over 15 different product types – delicious, tasty vegetables, many of which can be offered year round.

DGM are experts in all of the niche vegetables they procure. The team's combined experience helps them to deliver the highest quality, availability and service to their varied customer base.

An extensive redevelopment of the site in Holbeach has brought investment in improved efficiencies, process flow and operational capability. Product innovation is key to the future success of both DGM and their customer base. Experts at engaging with ever-changing consumer trends, staying ahead of the curve allows DGM to explore all potential growth areas for customers.

- Operations at Holbeach, Lincolnshire
- Products
 - Asparagus
 - Broccoli
 - Cabbage
 - Cauliflower
 - Celtuce
 - Chard
 - Chicory
 - Choi sum
 - Courgettes
 - Fennel
 - Globe artichokes
 - Jerusalem artichokes
 - Legumes
 - Pak choi
 - Pumpkins
 - Purple sprouting broccoli
 - Tat soi

DGM Growers is a wholly-owned subsidiary of Fresca Group



One of the best-known names in fresh produce, Mack Fruit is renowned for its 52-week supply capability for fresh fruit sourced from growers around the world.

A broad customer base for Mack Fruit sees this company serve a range of multiple retailers in the UK and further afield, with a strong international business profile. The company also serves customers at the forefront of new channel opportunities and is a leading supplier to pioneering online retailers. Extensive contacts in the world of wholesale and foodservice help Mack Fruit to offer growers a comprehensive route to market for their crop.

Our relationships are based around long-term opportunities, innovation and trust, with many growers working together with us across generations.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Specialist procurement and supply chain team
- Data analysis and NPD experts for shopper insights and category marketing

Mack is a wholly-owned subsidiary of Fresca Group





In the mid-2000s, a strategic review in our flourishing salads business highlighted the increasing demand for UK-grown salad crops on the British retail shelves. Viewed alongside a volatile import market, increased worldwide marketing opportunities for growers and the need to produce these crops in more environmentally-sustainable units, it became clear that there was a huge opportunity for Fresca if we could increase UK production.

By joining together with three product-growing specialist partners, we created a joint venture business with an ambitious plan to grow tomatoes, peppers and cucumbers on a brand new site in Kent. Thanet Earth manages year-round programmes for UK retail customers, with imported volumes working alongside the site's own UK production to maintain a premium quality offer throughout the year. A state-of-the-art packing factory ensures that the products move through the supply chain as swiftly as possible.

Thanet Earth continues to lead the UK protected salads industry, winning awards for sustainability and innovation, and continuing its expansion to the planned seven greenhouses on site.

- Site near Birchington, Kent
- When complete, 55ha of glasshouse on 95ha site
- £125m investment
- 52-week tomato harvest (lit production)
- The UK's only 52-week cucumber grower (lit production)
- Pepper harvest Mar - Nov
- Generating electricity with CHP
- Source team based in Spain
- Education programme for schools
- Innovation and dedicated NPD programme
- Sustainability research
- Thanet Earth wholesale brand
- Products
 - Tomatoes
 - Peppers (bell, sweet bite and sweet pointed)
 - Cucumbers

Thanet Earth is a joint venture business



This Lincolnshire-based fresh potato and vegetable specialist is another example of the flexible approach Fresca Group takes to business structure. Manor Fresh is a joint venture together with A H Worth & Co.

The business has a strong focus on potatoes, with a growing interest in vegetables - both conventionally-grown and organic. The core of the operation is to work with the very best potato growers, to ensure excellent flavour, reliability, texture and appearance for customers who demand a premium product.

Varietal development is an important business function which complements the extensive packaging development function that the team has established. On-site packing and storage facilities feature the latest environmentally-friendly technologies available to the market.

Customers from the UK retail and wholesale sectors.

- Site near Holbeach, Lincolnshire
- Purpose built and recently-renovated product storage capacity
- Refurbished packing factory with major investment in new machinery
- 'Signature' wholesale brand
- Award-winning NPD programme
- First to market with new varieties
- Seed potato sales
- Market analysis, customer insights
- Category management
- Products
 - Potatoes
 - Vegetables



The UK wholesale sector continues to thrive, and despite the growth in our retail businesses, wholesale remains at the heart of Fresca Group operations. For our company, wholesale is where our story began - with Matthew Mack and his stand at Covent Garden Market in 1874.

Through our branch network we supply a full range of fresh fruit, vegetables, salads and exotics sourced from the UK and from growers around the world. Our customers range from independent retailers to hotels and restaurants, caterers, food service companies and small retail chains.

The branches are still rooted in tradition, working through the night. It's a world where business is done on a handshake by people passionate about offering great quality products at very competitive prices.

- Branches:
 - Birmingham
 - Bristol
 - Southampton
- Personal service for customers
- Direct procurement
- Delivery fleet
- Working with other Fresca businesses to offer 'whole crop' solutions for growers
- Mack Select brand
- Mack Premium banana and avocado brand
- Products:
 - Fresh fruit
 - Vegetables
 - Salads
 - Flowers & plants
 - Exotics
 - Dry goods & drinks

Mack is a wholly-owned subsidiary of Fresca Group



Our Southampton wholesale branch has served cruise liners with fresh produce for many years. To expand the offering across other products was a significant opportunity.

Mack Ship Stores provides a broad mix of frozen products, meat, dairy, fish, dry goods and drinks for major cruise line customers. New for 2021 is a comprehensive range of Thai and Asian imported grocery products alongside our more traditional offer. The most prestigious, majestic ships in the world rely on Mack to provide products of distinction for a very discerning clientele.

- Site at Southampton (3 miles from port)
- Flexible cold store and freezer configuration
- Ambient dry stores area
- BRC certificated (storage & distribution)
- DfT validation & known consignor for air cargo
- Container forwarding service
- Our own delivery fleet



This flexible, responsive part of our business serves customers with bespoke packed product - wholehead traypacks, fresh fruit boxes, hand-selected ripe and ready boxes and bagged herbs, for example. Customers include convenience retailers, airlines, catering companies and box delivery scheme providers.

This business works around the needs of its customers with its talented team winning the award Food Service Supplier of the Year from the FPC.

- Site at Southampton
- Flexible cold store configuration
- Our own delivery fleet
- Flexible, bespoke service
- Rapid response



With more than 35% of the UK's fresh produce supply coming through the wholesale route to market, there's a great demand and opportunity for primary importers and trading desk businesses like Mack International. We've built relationships with growers in the UK and abroad, to broker products specifically into the wholesale and foodservice markets.

Particular specialisms include citrus and top fruit, but recent years have seen considerable growth and opportunity in other product areas and Mack International now has a very diverse product portfolio.

- Office in Southampton
- Direct procurement
- Working with other Fresca businesses to offer 'whole crop' solutions for growers
- Mack Premium banana and avocado brand
- Products:
 - Fresh fruit
 - Vegetables
 - Salads
 - Exotics



Investing in the future of fruit production is an important part of our Fresca strategy for the long term. Core product areas such as grapes benefit enormously from innovation and new variety developments.

Fresca Group is a partner in the table grape breeding programme of the Agricultural Research Organization, Volcani Centre, in Israel. Together with an international team we have been working in collaboration to help fund and direct the new variety work of the renowned Dr Avi Perl. Grape Evolution Ltd was established in 2017; this business has the European and North African commercial rights to the new varieties from this breeding programme and to some existing grape varieties already released by ARO and in commercial production. Among the existing commercial varieties are Prime, Starlight and Mystery.

Grape Evolution is now actively managing the current production varieties and is working with nurseries and growers to launch the very exciting new grape varieties from the Volcani programme. In line with Fresca's wish for a more sustainable system of food production, the emphasis of the breeding programme is low input varieties which also extend a grower's season. Exceptionally good-eating early and late fruit are signatures of the Volcani work.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Offices in Greece and Egypt
- Nursery Centre in Greece
- Variety rights holder for Prime, Starlight & Mystery



Colombian avocado exports are changing the face of avocado supply in the UK. Colombia's leading avocado grower, Cartama, has developed a phenomenal 11-month harvest period. This means that the typically-difficult supply periods for the UK (the shoulders of the seasons for traditional source countries) can be smoothed out.

By creating a joint venture business together with Cartama, a much improved, consistent quality offer is now available for the UK. It's complemented by efficient shipping and by expert product handling and ripening at The Fresh Produce Centre in Paddock Wood, Kent.

Cartama UK is responsible for marketing the Colombian avocados in the UK and Europe. The company is set for fast growth in line with the maturation of the many thousands of new trees planted by Cartama as part of a major expansion programme.

In a vertical integration investment together with Fresca Group, Cartama UK is a partner in Fresquita Farms. The partners farm 422 hectares of avocado production in Colombia.

Customers range from UK multiple retailers to wholesale and foodservice customers.

- Headquarters at The Fresh Produce Centre, Paddock Wood, Kent
- Importing, marketing, ripening and packing avocados from Colombia
- Flexible configuration packing factory
- 7 day operation
- 24hr if required
- Flexible ripening room configuration
- Blast chillers
- Data analysis and NPD experts for shopper insights and category marketing



Driving forward exciting new varieties of stone fruit is a really important part of maintaining and growing market share. Customers need new and exciting options to keep the category moving forwards, with higher brix levels and better flavour, colour and product eating quality.

Zaiger is one of the world's leading breeders of new stone fruit varieties, with their work on hybrid plums giving rise to market-leading varieties like Flavor King® and Flavor Fall plums. We see a very strong future for their new releases of hybrid plum varieties which arise from a natural, cross-pollination process between selected varieties of plum and apricot.

Together with RSA stone fruit grower Fruits Unlimited, Fresca has formed a joint venture business – Custom Plum Company (CPC). This business markets these incredible new Zaiger interspecific plum varieties to growers in South Africa, aiming for these much improved variety options to become the clear varieties of choice for growers to replace their older, less productive orchard plantings.

With leading UK retailers already working with CPC partner Fresca, there's a ready-made, premium marketplace for the harvest with appreciative British consumers.

- Offices in Paarl, Stellenbosch, RSA and at The Fresh Produce Centre, Paddock Wood, UK
- Marketing of Zaiger interspecific plum variety releases in South Africa
- Technical advice and support
- Marketing opportunities to the UK premium retailers and other international export markets



Contacts

Companies at The Fresh Produce Centre

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FreshPLUS
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www.freshplus.co.uk

Network Fresh
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www.networkfresh.co.uk

Mack Fruit
Tel: 01892 835577
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Grape Evolution
Tel: +30 694 615 6969
www.grapeevolution.com

The Avocado Company
Tel: 01892 831555
www.theavocadocompany.co.uk

Cartama UK
Tel: 01892 831555
www.cartamauk.com

Fresh Clear
Tel: 01892 831565
www.freshclear.com

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Mack Ship Stores
Tel: 023 8073 5100
www.mackshipstores.com
www.essenceofthailand.com

Mack Food Service
Tel: 023 8074 7560
www.mwmack.co.uk

Mack International
Tel: 023 8074 7570
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Mack Wholesale branches

Mack Birmingham
Birmingham Wholesale Market,
The Hub, Nobel Way,
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