

10 July 2023

Fresca Group Acquires Wholesale Market Business

The Fresca Group announces the acquisition of EA Cook Ltd, which will join the M&W Mack Ltd wholesale division.

Charles Rees, Managing Director of Mack Wholesale, said “I’m absolutely delighted that Darren Hind and his excellent team are coming to join the Mack Wholesale division of Fresca Group.”

The team will become part of the Mack Birmingham business, with Hind taking up the role of Sales Director. Rees continued “Our new colleagues will join the existing Mack team, based in the Birmingham Wholesale Market. We are looking forward to realising the broader skills and expertise the new team will bring, which will complement our primary wholesale business as well as enabling us to venture more broadly into the hospitality and foodservice sectors with our comprehensive range of premium quality fresh produce.”

Rees concluded “We have always enjoyed a healthy and collaborative relationship with Darren, and I would like to take this opportunity to welcome him and his team into the Mack family and am looking forward to many years of trading together.”

Commenting on the acquisition, Darren Hind said “The team and I are excited to become part of Mack Wholesale and ultimately part of Fresca Group. There are many immediate synergies - having such an extensive network of growers and suppliers of the finest fresh produce, together with a strong compliance team who will support us in continuing to meet our customers’ expectations and requirements.”

CEO of Fresca Group, Martyn Fletcher commented “Bringing EA Cook Ltd into Mack Wholesale is a great move for both our businesses. There are some real opportunities to expand our combined customer base, so to have Darren and the team on board is a very positive step indeed.”

The Edward Alain Cook team will continue to operate from Unit 37, Wholesale Market, Nobel Way, The Hub, Witton Birmingham B6 7EU.

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