



Cycle of Freshness

The company was established in 1995 under the name MBM SA in Gdańsk, to supply Poland's cash & carry chains and supermarkets. In 2001, a majority stake was acquired by UNIVEG Import and the company moved to Zabia Wola, near Warsaw. In 2003 the company began to export Polish mushrooms and vegetables and it has grown significantly thanks to both the expansion of the production industry in Poland and greater access to retail customers domestically and internationally.

ACTIVITIES

Full service provider: grower, packer, supplier, importer and marketer.

KEY COMPANY FACTS

- Sales and distribution of Polish fresh produce throughout Europe, India and the Middle East.
- Import of citrus, deciduous and tropical fruit from mainly South America and South Africa. One of leading suppliers of exotics to the Polish market.
- Distribution to retailers operating in Poland and other countries of East-Central Europe.
- Works closely with producers and producer groups to encourage co-operation and scale.
- Specialists in category management.
- Ripening facilities, co-packing and marketing support complete the full-service offer.