

# Ben Fresh

STRESSLESS FRESHNESS

Ben Fresh is an established wholesaler-distributor of fresh products in Belgium with a total of 8,500m<sup>2</sup> of office, warehouse, cold rooms and cross-docking facilities. With over 120 employees, Ben Fresh delivers daily a full range of fruit and vegetables, fresh cut vegetables and ready-to-eat-meals to 450 customers who place their order with an easy ordering system (EOS) and this 7 days on 7.

## ACTIVITIES

Sourcing and importing of products via the UNIVEG Group, sourcing fresh produce locally, providing support to its customer base through commercial and merchandising advice, distributing at store level with daily direct deliveries to a large network of medium- and small-sized supermarkets.

## KEY COMPANY FACTS

- A full range of local and imported fresh fruit and vegetables, packed according to customer requirements, supplemented with a selection of fresh cut vegetables and ready-to-eat meals.
- Daily intake of orders with the support of telesales and e-commerce (EOS).
- Picking by box or piece, distribution at store level.
- Commercial support with product information, business analysis and field merchandising.
- Certified: IFS - Wholesale and Auto control (self-checking)