

Ben Fresh

COMPANY PROFILE

Ben Fresh, located in Westerlo, took over a wholesaler in fruit and vegetables in the neighbouring village Zoerle-Parwijs at the beginning of the 90's. A year later, a relocation took place from the centre of the village to the industrial zone in Westerlo, bordering the E313 motorway.

In 2005 Ben Fresh became part of the UNIVEG group of companies. The Ben Fresh team grew from 3 to 100 motivated employees. Ben Fresh' customers, supermarkets, can count on supplies, delivered to them on 6 out of the 7 days.

Refrigerated lorries ensure that fresh produce finds its way into the shops before opening time and this is the largest part of Belgium, more specifically from the coast to the Liège-Namur-Charleroi axis.

CORE BUSINESS

Ben Fresh offers a very extensive range of fresh-assortment, supplemented with a selection of washed and cut vegetables (4th range) and ready-to-eat meals (5th range).

Everyday, its buyers get hold of fresh produce via the Belgian auctions and via the European import markets in Brussels.

In the state-of-the-art warehouse with buffered temperature zones produce is being stocked. A quality control manager keeps a constant eye on the evolution of the fresh produce.

The sales representatives are on the road to give the clients the necessary support. On weekdays, clients can reach Ben Fresh until 7 pm for telesales. Also during the weekend the sales team offers this service.

In the late afternoon, a team starts preparing the orders and loads the lorries. From midnight on, the refrigerated lorries are on the road to the customer and they return in the morning, bringing the empties with them. Since 2004 an external audit agency has assessed the professionalism of the company with BRC and IFSL certificates at the highest level.

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UNIVEG
Cycle of Freshness