

A NEW GENERATION FOODSERVICE COMPANY FOR THE SOUTH WEST

## A fresh approach to Foodservice

Wouldn't it be good if your business, school or college could get all of your fresh produce from one single source effortlessly?

Wouldn't it also be useful if that same source guaranteed fresh deliveries the next day with no minimum order quantities?

And wouldn't it be a real bonus if the quality was always assured with a 'no quibble' replacement promise giving complete peace of mind?

Sounds too good to true? **Eurofresh Foodservice** doesn't think so.

Eurofresh Foodservice is a new generation Foodservice company, determined to shake up the fresh produce supply market. As a division of Eurofresh (Evesham) Ltd,

a long established and successful supplier of fresh vegetables, specialist fruit, salads, mushrooms and herbs, Eurofresh Foodservice is quickly establishing an enviable track record for fast and efficient service.



Eurofresh Foodservice is driven by five key customer principles and benefits:

- **Direct Sources of Supply.** They have direct links to growers and producers, which means less middle range commissions, offering their customers consistently lower prices leading to improved profit margins, continuity of supply and the best quality produce available.
- **Wide Product Range.** They offer a comprehensive range of fresh produce – specialist fruit, vegetables, herbs, salads and mushrooms as well as fresh dairy produce, bakery and chilled par-fried chips.

- **Daily Deliveries.** They deliver Monday-Saturday inclusive, in their own fleet of refrigerated vehicles. All orders placed with them, will be delivered fresh the next day.
- **No Minimum Quantities. Quality Guaranteed.** Customers can order as frequently and in such quantities as they require. This will help them to reduce waste and increase their efficiency. The Eurofresh Foodservice Quality Assured guarantee means that if produce deteriorates to an unusable condition within three days of delivery they will replace it free of charge. No questions asked.
- **Pricing.** Eurofresh Foodservice know that seasonal change, adverse weather, supply and demand all cause price fluctuations making it difficult for customers to determine 'best buys' and budget effectively from one week to the next. To counter this, they provide their customers with options which offer effective purchasing, budget control and maximised profitability.

Operating out of a warehouse and distribution centre with a dedicated fleet of refrigerated vehicles, in Wells, Somerset and servicing the South West, Eurofresh Foodservice has ambitious expansion plans.

Company director and local businessman, Stephen Yard elaborates "I and my colleague, David Swift, have between us around 50 years experience in the supply of fresh produce. We decided that a totally new business model was needed to provide customers with a first class supply offering. With the major resources and backing of Eurofresh Ltd, we believe that we have achieved this with Eurofresh Foodservice. National expansion plans are firmly in place!"

Given what the new Eurofresh Foodservice company has achieved in so little time, who would bet against them?

Eurofresh Foodservice – ***From countryside to kitchen, overnight.***

For all enquiries please contact Stephen Yard or David Swift at Eurofresh Foodservice on 01749 841856 or email [sales@eurofreshfoodservice.co.uk](mailto:sales@eurofreshfoodservice.co.uk) or visit [www.eurofreshfoodservice.co.uk](http://www.eurofreshfoodservice.co.uk)

-ENDS-

**Notes to editors:**

1. Current customer endorsements are available on request.
2. Pic caption: 'Stephen Yard and David Swift load one of the refrigerated vans with another early delivery of Eurofresh produce'

For further information and photography please contact:  
Adrian Kinnerley at Ruse Communications Ltd  
Pound Court, Pound Street, Newbury, Berkshire, RG14 6AA  
e [adrian@rusecomm.co.uk](mailto:adrian@rusecomm.co.uk)  
t 01635 43777 f 01635 43275 mb 07779 355287