



# The Amerifresh Advantage



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## Amerifresh

The Amerifresh name has been synonymous with availability, consistency and quality for the past century. That's why our customers choose Amerifresh as their primary produce provider, and depend on us for the continued success of their operations.

Over the years, Amerifresh has been known for providing customers with the best quality of fresh fruits and vegetables. Day in and day out, we ensure that the highest quality produce always makes its way to the table of your customers, regardless of the time of the year or the current weather patterns. It is our commitment and dedication to value, trust and reliability that our customers have come to count on.

### CONSISTENT QUALITY

As a produce distributor or retailer, your customers expect superior quality all the time. But if you have to rely on suppliers who source from a single grower or growing region, consistency in high quality produce is tough to deliver.

Amerifresh has a wide range of quality growers to choose from. Our product is selected from a vast array of growers located across the fertile agriculture regions of the U.S., South America, Canada, Mexico and New Zealand. This sourcing flexibility enables us to deliver products with consistent levels of freshness, color, size and flavor to our customers any time of year to any location regardless of the weather or season. With these broad-reaching resources, Amerifresh is able to easily customize orders to fit your needs and to deliver a quality product every time.

### WHY CHOOSE AMERIFRESH?

You can trust the Amerifresh team to meet your expectations, every time. Consistent quality – regardless of the season – combined with global purchasing power and strict adherence to safety standards makes Amerifresh the best choice for your produce needs. At Amerifresh, flexibility and purchasing power provides the value that you can rely on.

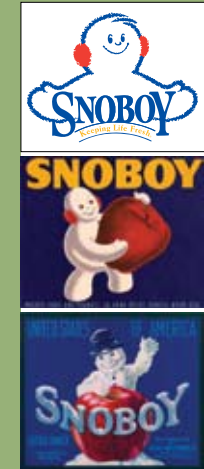
## Snoboy

### KEEPING LIFE FRESH SINCE 1925

Trademarked in 1925 by Amerifresh's precursor, Pacific Fruit and Produce, the Snoboy brand has been synonymous with high quality produce and satisfaction for over 85 years.

A symbol of quality and freshness, Snoboy is a nationally recognized brand for fruits and vegetables by grocers, retailers, and consumers alike. It has become such a recognizable icon that the Snoboy character has been used on a range of premium and specialty items and is also one of America's most recognizable brand characters.

Today, as the only source-based produce marketer covering all of the major agricultural regions, Amerifresh has grown to become among the nation's leading fresh produce purveyors with the Snoboy brand as one of the largest private labels in the industry.



1985-Present

1960-1985

1925-1960



## Amerifresh Delivers

Amerifresh is also a highly respected third-party logistics provider for foodservice and retail customers. We specialize in safe and efficient transportation of fresh produce, dairy, dry commodities and frozen foods.

Whatever your needs, our extensive carrier base provides the flexibility and the muscle to provide dependable service. Our valuable experience and expertise solves transportation and logistical challenges like yours every day from centers located throughout the west.

