



®

Indianapolis Fruit

Distributors of Fruits
Vegetables & Floral



TABLE OF CONTENTS

Why Us?	1
How We Do It	1
A Fresh Experience	2
Food Safety	2
Bulk Produce	3
Supplier Partners	3
Organic Offerings	4
Organic Partners	4
Why Garden Cut	5
Cibus Fresh	5
Piazza Produce	5
Specialty Protein & Fresh Prepared	6
Deli & Food Service Programs	6
Marketing Support	7
Midwest Grown Local	7
Floral Program	8
Map of Facilities	9
Family of Companies	9





WHY US?

- Family Ran
- No Pre-Book Ad Requirements
- Dedicated Account Team
- Daily Order Follow Up
- Produce Specialists
- More than 100+ Million Packages Shipped, Over 1 Million Successful Deliveries, and \$2+ Billion in Retail Sales
- <1% of Sales Result in Quality Related Credits
- 95% + Fill Rate
- 3.9 Day Inventory Turns



HOW WE DO IT

- Industry Experience
- Experienced Merchandisers
- Exceptional Product Quality
- Accountability
- Customer Focused Approach
- Commitment to Excellence
- Continual Advancements in Technology





A FRESH EXPERIENCE

Since 1947, Indianapolis Fruit has been Delivering fresh fruits and vegetables to our valued retail partners.

Logistics & Distribution Network

- Forward Distribution Provider
- Cold Storage & Consolidation
- Last Mile Freight & Delivery Service
- Inventory Management



FOOD SAFETY

LEADER IN FOOD SAFETY CERTIFICATION

- SQF Level II Certified
- Audited Consistently Throughout the Year by Multiple Agencies
- Traceability Programs
- Advanced Warehouse Management Systems

USDA TRAINED QUALITY CONTROL STAFF





BULK PRODUCE

- More Than 3,500 SKUs Available Daily
- Core Commodity Offerings
- Varietal and Ethnic Programs
- Custom Specs and Sizing
- Individual SKU Management
- Retailer Customized Programs to Match Their Needs
- Regional Sourcing
- Global Sourcing



SUPPLIER PARTNERS





ORGANIC OFFERINGS



- 33% of Volume is Organic
- 400+ Organic Items Available
- Organic Deals & Ad Support
- Organic Garden Cut
- Organic Fresh Package Options
- Certified Organic Repack Facility



ORGANIC SUPPLIER PARTNERS



GARDEN CUT

- Custom Packaging & Product Lines
- Promotional Support
- Certified Organic Programs
- Kosher Certified Product Offerings
- Labor Saving Program
- 300+ SKU's Available
- Grab & Go & Party Trays
- Bulk Deli & Meat Programs



CIBUS FRESH

- USDA & FDA Certified Fresh Kitchen
- Chef Curated Gourmet Grab-and-Go Offerings
- Salads, Sandwiches, Snack Plates, & More
- Heat and Eat Program
- Made to Order
- Standing Order Program



PIAZZA PRODUCE

FOOD PRODUCTS FROM LOCAL TO GLOBAL

- Full line food service selections, products, capabilities
- Broad selection: cheeses, meats, oils, sauces, spices, etc.
- Total store impact
- Regionally specific produce mixes and programs
- Driven by culinary experts
- Market differentiators



DELI & FOOD SERVICE PROGRAMS

- Salad & Fruit Bar Programs
- Specialty Cuts
- Food service Packs
- Seasonal Blends
- Proprietary Mixes
- Contract Pricing
- Customizable Assortment
- Direct Store Door & Warehouse Programs



SPECIALTY PROTEIN & FRESH PREPARED

- Retail and Bulk Protein Options
- Local Farm Support
- Gourmet Cheese Program
- Charcuterie Board Items
- Bakery and Custom Dessert Offerings
- Frozen Dessert
- Bulk Spices
- Organic and Natural Lines



MARKETING SUPPORT

- Merchandising Resources
- Media Partnerships
- Department Signage
- POS Materials
- Individualized Email Campaign
- Quarterly News Publication
- Recipe Cards



LOCAL PROGRAMS

WE ARE YOUR MIDWEST PARTNER

Having a strong locally grown program has never been more important. More and more, consumers are becoming “locavores” who strongly prefer products sourced from their communities.

Indy Fruit has a long, rich history of partnering with small and unique family farms. These relationships allow us to provide you with the best tasting and highest quality products available.



FLORAL

- Specialty Items: Holiday and Seasonal
- Standing Order Program - Set It & Forget It!
- Bouquets Come Display-Ready
- Minimal Lead Time on All Orders Ensures a Fresher Product
- Hot Deals & Special Pricing
- Dynamic Order Guide Distributed Monthly
- Dedicated Floral Experts
- Award Winning Category Managers



bouquets

Let's Celebrate!
Holiday Picks

Bright Delight #25867	Beautiful Blooms #25608	Season's Best #25665	Winter Wonderland #1875 Unit Cost: \$16.60 SRP: \$24.99
Season of Joy #1831	Winter Berry #24383	Holiday Joy #4709	All White Christmas #1903 Unit Cost: \$7.33 SRP: \$10.99
North Pole #5544	Sugar Plum #24360	Santa's Sleigh #6320	New Year's Bash #7765 Unit Cost: \$9.50 SRP: \$14.99
Feeling Petite w/Roses #24490	Feeling Petite #24493	Classic Christmas #24494	Champagne #24495

floral@indyfruit.com | 317-981-3491

10" Hibiscus Bush #1802 Unit Cost: \$16.64 SRP: \$24.99
10" Kimberly Fern #5401 Unit Cost: \$11.77 SRP: \$17.99
10" Majesty Palms #2097 Unit Cost: \$13.73 SRP: \$19.99
10" Assorted Tropical Plant Bin #2094 Unit Cost: \$13.73 SRP: \$19.99 <small>*Bins to include 3-4 varieties.</small>

MAP OF FACILITIES

FreshEdge was formed in 2019 through the combination of Get Fresh Produce (founded 1982) and the IF&P Foods family of companies, primarily composed of Indianapolis Fruit (founded 1947) and Piazza Produce (founded 1970).

FreshEdge is one of the largest independent fresh food distributors in the United States and a category leader in providing both the retail and food service industries with fruit, vegetables, proteins, fresh grab-n-go offerings, dairy, floral and specialty products.



FreshEdge® FAMILY OF COMPANIES





**Indianapolis
Fruit** Distributors of Fruits
Vegetables & Floral®

FreshEdge™

a FreshEdge company



www.indyfruit.com

(800)377-2425 • (317) 546-2425



4501 Massachusetts Ave, Indianapolis, IN 46218