



*"If you want it fresh,
think NationFresh."*

NationFresh, LLC

National Sales & Marketing Office
The Vandivort Center
305 E. Walnut, Suite 312
Springfield, MO 65806

1-866-FRESH-4-U
1-866-373-7448

Tel. 417-864-6335
Fax 417-864-6327
sales@nationfresh.com
www.nationfresh.com

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FOR IMMEDIATE RELEASE:

Contact: Steve Phipps
National Director of Sales and Marketing
NationFresh National Sales and Marketing Office
The Vandivort Center
305 East Walnut, Suite 204
Springfield, MO 65806
417-766-6620
866-373-7448

NationFresh Announces Agreement to Co-Pack Farm Fresh Tomatoes

SPRINGFIELD, MO - NationFresh, a leading supplier of premium quality tomato programs to nationwide retailers and food service customers is pleased to announce that it has inked a supply agreement with Supervalu to co-pack the premium Farm Fresh Tomato program system wide. "The partnership between NationFresh and Supervalu fits right in line with our long-term strategic marketing plan" quotes Steven Phipps, National Director Sales & Marketing for NationFresh. "The combined equities of both companies will prove to create a value exchange." NationFresh offers the Farm Fresh brand in an assortment of SKU's including direct source Hot House supply in US, Canada, and Mexico.

Exclusive provider of



The two companies have a clear vision as to what this brand can mean to the performance of the fresh Tomato category at retail. "We are already discussing the logistical strength of this partnership", states Phipps. All of the products are packaged in display-ready common footprint packaging for reduced labor, lower shrink, and increased product integrity throughout the supply chain. Supervalu can order all their products from one location for nationwide service to their brand. Fresh Tomatoes is the core denominator of this partnership, however, the overall growth potential is tremendous.

