

Fresh Specialty Solutions

LOCATIONS

Fresh Start Ontario: Ottawa, Milton & London Fresh Start Quebec: JG Fruits Et Legumes Fresh Start Vancouver: Fresh Start West Home Office: Milton, Ontario

Fresh Start Foods has been in business for 25
years, serving our customers with the freshest bulk
and value added produce available while providing
the best customer service in the industry.



- Milton completed a 16,000 square foot expansion in 2013. Current total is 50,000 sq ft.
- Fresh Start Vancouver is 68,000 sq ft and Fresh Start Calgary is 4,000 sq ft.
- We currently have approximately 1000 employees in total for all 3 divisions.
- In 2006 Gordon Food Service acquired an interest in Fresh Start Foods Ontario and in 2011 acquired the remaining balance.
- In 2008 Ready Fresh Produce in Vancouver became Fresh Start Foods West allowing for a National presence with multi-unit customers.
- In June 2009, JG (Quebec) was purchased by Gordon Food Service.
- In 2015 Fresh Start acquired Eating New Creations, a food manufacturer and assembler specializing in grab 'n go products from sandwiches to composed salads for retailers and food service operations.
- In June 2018, our London branch moved to a new facility with 16,000 sq ft.
- ENC moved into the Milton location in March 2021, and we recently acquired an additional 20,000 sq ft building adjacent to the existing location.

CONNECTIONS

NATIONAL DISTRIBUTION /COVERAGE

fresh start foods.
the finest fruit & vegetables... coast to coast!

Goods

Fresh Cut Solutions

- Fresh Cut facility attached to our business:
 - 1. OFFERS a wide range of fresh cut items that are made to order (JIT)
 - GIVES the customer full shelf life of the product

Competitors stock staple items that are on a shelf losing shelf life.

























CUSTOMIZATION

- **CUSTOMIZATION:** Fresh Cut, offering product solutions, understanding the needs of the customer and customizing programs & sku's to fit their needs (innovation)
- **DIRECT LOAD BUYING** offers customer:
 - access to unique products not carried & listed at the food terminal with a DSD service model
- Farm to Table ratio



SAFETY **SQF CERTIFIED**



Fresh Start Foods Canada I td.

2705 Durante Wv., Milton, Ontario L9T 5J1 Canada

INDUSTRY 8.1 EDITION

Food Safety Code for Manufacturing, Food Safety Code for Storage and Distribution

Category 14-Fruit, Vegetable and Processing and Fruit Juice; Whole fruits and whole vegetables, cut fruit

Certificate validity extended based on a risk assessment due to COVID-19

Current Registration: February 8, 2021

Expires: Recertification Audit:

Authorized by: Global Head of Technical Services







Milton, Calgary, Vancouver and Quebec

- SQF level 2 certified with an "excellent" rating
- Food safety and GMP training is provided to every food handler
- Raw material inspections are conducted at the point of receiving and again prior to processing
- In process testing is conducted at various stages at scheduled intervals
- Comprehensive environmental testing and finished product testing programs are in place
- A documented, formal recall program is in place. Ability to trace back and trace forward. Minimum of four (4) mock recalls conducted per year
- Participation in third party audit 3 6 times per year
- Documented cleaning and sanitizing procedures are in place and are maintained and monitored daily by 3rd party company and on-site QA personnel
- A documented, formal program is in place that evaluates and addresses customer product complaints
- Our facility is monitored with video surveillance



PURCHASING

- BUYING OFFICE in Salinas, California, with field inspectors that provide quality information from the fields
- ATTENDANCE of the world's largest produce trade show "Fruit Logistica" in Germany, to meet growers and see new and innovative products
- SOURCE AND SUPPORT local growers of top quality product, when in season

We purchase from of largest top quality growers and shippers:























We source the FRESHEST products worldwide from:

Argentina Israel Belgium Italy

Brazil Mexico

Canada Morocco

Chile New Zealand

China Peru

Colombia Puerto Rico

Costa Rica South Africa

Dom. Republic Spain
Guatemala USA

Holland +21 other countries

PURCHASING

4.3 MILLION BANANA SPLITS

CAN BE MADE WITH OUR

ANNUAL PURCHASE OF

BANANAS



WE BUY 1.4 MILLION LBS OF ICEBERG LETTUCE ANNUALLY. THAT IS ENOUGH SHREDDED LETTUCE



22 MILLION BURGERS

29 MILLION TOMATOES
PURCHASED ANNUALLY
IS 10.4 MILLION LBS ONCE SLICED, THAT IS 205
MILLION SLICES



12 TRACTOR TRAILER LOADS
PER WEEK FROM GROWERS
EQUALS 625 TRACTOR
TRAILER LOADS PER YEAR

IF STACKED END TO END, YOU COULD MAKE 18 CN TOWERS!

PARKED END TO END, YOU
WOULD HAVE A CONVOY
STARTING IN NEW
BRUNSWICK ACROSS
CONFEDERATION BRIDGE TO
PRINCE EDWARD ISLAND

17,400 SKIDS PER WEEK ON OUR TRUCKS - PUT END TO END IT WOULD TAKE YOU 3 HOURS AND 45
MINUTES (20KM) TO WALK FROM THE FIRST SKID TO THE LAST ONE







RECEIVING & PRODUCTION

- RECEIVING & QA teams are aligned to ensure ALL product is checked on entrance into the building
- SPECIFIC DUTIES are assigned to each cleaner to keep plant neat and tidy at all times
- MAINTENANCE is enhancing PM to make sure that all the blades are sharp and each machine is performing at 100%
- R&D responsibilities are assigned to processing management in order to improve and speed up the process



Processing produces
66,000 lb of finished
products every day,
that is 450 cases
produced every hour!

We have over **600 skus** for value added products!

WE ARE A ZERO LANDFILL
COMPANY! ORGANIC WASTE
IS SENT AS ANIMAL FEED
AND ALL CARDBOARD IS
RECYCLED!

TRANSPORTATION

Our drivers travel approximately 1



NATIONAL COVERAGE (1 service model across country & province for

- **DRIVERS:** ambassadors for Fresh Start Foods & month probation will be in proper FS uniform and presentable as the face to the customer.
- **DELIVERY:** 5 day delivery service 6 day when fully operational
- **KEY DROP** Offering & Capabilities
- **RECOVERY:** Same Day Recovery Program *Our*

BRAND & MARKETING

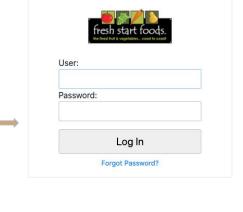
LONGEVITY: Professional
 Image/Brand/Marketing/Privately Held
 Company - 25 years in service

ORDERING PLATFORMS:

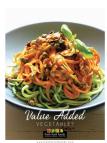
- EDI Capabilities
- Ecommerce ordering

MARKETING:

- Weekly Market Update
- POS Features
- Catalogues
- Social Media/Digital Marketing











PROGRAMS & SALES DSD

- Educated sales team with suppliers coming in to enhance our knowledge
- DAIRY Not all competition offering dairy
 - Competitors not offering dairy such as Don's Produce, Mr
 Produce, Produce Express, Hilite & Bamfords





For More Information please email us at GFSFreshcutinquiry@freshstartfoods.com