

## Press Release

### Greenyard inspires people to make healthy choices

Sint-Katelijne-Waver, Belgium, 01 February 2019

#### **Greenyard showcases healthy convenience products at Fruit Logistica**

From 6 to 8 February 2019, Greenyard will be present at the Fruit Logistica fair in Berlin, Germany. At its booth in Hall 5.2/Stand A-03, Greenyard will showcase some of its most recent innovations in healthy convenience products, illustrating its commitment to a healthier future.

#### **Making lives healthier and easier**

Greenyard will use the 2019 edition of the fair to illustrate its commitment to providing consumers with healthy, convenient and innovative food solutions that suit flexible lifestyles and changing eating patterns. Whether people are looking for on-the-go food or time-saving solutions for their home cooking, Greenyard is developing the right products to make their lives easier and healthier.

#### **Pleasure, convenience and health**

The Greenyard booth at the fair will showcase some of the company's most recent and remarkable innovations. Visitors passing by the booth will be offered a number of healthy snacks from a specially designed food truck. The snacks are freshly prepared by a Greenyard chef and will respond to the growing consumer demand for tasty, convenient and healthy food solutions. The dishes served are based on products from the three Greenyard divisions: Fresh, Frozen and Prepared.



### **From fork to field**

Greenyard will provide insight into the company's unique role in the supply chain and its fork-to-field approach. Videos, visuals and graphics will illustrate Greenyard's added-value services to retailers – including specialized logistics, packaging and ripening services – and its strong connections with growers. The booth will also highlight Greenyard's sustainability efforts, including optimized use of natural resources, responsible trade and avoidance of food and packaging waste.

For additional information, please contact:

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### **About us**

**Greenyard's Fresh division** is a worldwide market leader in fresh fruit and vegetables, flowers and plants, and fresh produce logistics. Developing extensive global partnerships with our growers enables us to offer an exceptionally wide range of high quality fresh produce to our customers, which are the majority of the key retailers within Europe. We work closely with our customers to continually meet and exceed their needs and expectations; our drive in industry leading packaging, promotional and product innovation helps us grow together in a mutually sustainable way. We are proud to serve as our customer's direct connection to the field.

[www.greenyard.group](http://www.greenyard.group)

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