

FreshPlus™ Strawberries



We are pleased to be the exclusive foodservice distributor of an exciting co-branded product that is revolutionizing the world of fresh strawberries.

We have partnered with Well-Pict to introduce extended shelf-life strawberries in our Peak Fresh Produce® brand. Well-Pict has created a strawberry that features a notable longer shelf-life resulting in less spoilage, and a better yield per pound. Regular strawberries tend to ripen too quickly, and often result in less profit per case due to food waste and lower yield.

Peak Fresh Produce® FreshPlus™ Strawberries are a great tasting medium-sized strawberry with ideal red color and delicious bite. Operators using strawberries on their menus will appreciate Peak Fresh Produce® FreshPlus™ Strawberries for their one-of-a-kind attributes.



Features and Benefits

- Peak® FreshPlus™ Strawberries have been selected from years of seed trials for quality, shelf-life, color and ripeness consistency which has resulted in this extraordinary berry.
- Quality assurance teams monitor the growing areas for proper crop management.
- Sampling and inspection of Peak® products occur in the field, at the shipper, and on the receiving dock, prior to arriving at the operator location.
- Trucks are carefully monitored while in transit to ensure product is kept at the correct temperature.



1 WEEK @34° F



2 WEEKS @34° F



3 WEEKS @34° F

**Based on 2020 field tests. Actual results may vary.*

Item #	Description	Pack/Size
692353/FKo84	STRAWBERRIES EXTENDED SHELF LIFE CALIFORNIA	8/1LB

Advantages

- Consistent medium size with bright orange/red color which is ideal for foodservice
- Deep strawberry flavor
- More oblong in shape with no white shoulders and firm texture
- Throw away fewer strawberries due to spoilage
- Maximize strawberry menu management that delivers more profit per case
- Long-lasting shelf-life



Peak Fresh Produce® is a registered trademark owned by Performance Food Group
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