



WE ARE FOOD

BRINGING PASSION TO YOUR PLATE



HIGHLIGHTS OCTOBER 2017 - WE ARE FOOD!

DURING THE PAST 5 YEARS THE FOOD LANDSCAPE HAS BEEN CHANGING AT LIGHTNING SPEED. NEW TRENDS SUCH AS ONLINE RETAILING, MEALBOXES, AND THE EMERGENCE OF 'ARTISANAL FOOD' ARE JUST SOME OF THE DEVELOPMENTS WHICH HAVE BURST ONTO THE FOOD SCENE. AT THE SAME TIME, FRESH PRODUCE HAS TAKEN A STRONG POSITION. GENERATION Z IS LEADING THE CHARGE, AND VEGAN/VEGETARIAN RESTAURANTS ARE REPORTING A STRONG GROWTH IN YOUNG CONSUMERS. THIS IS GREAT NEWS, AND WITH THIS IN MIND COOL FRESH HAS DEVELOPED THE 'WE ARE FOOD' CAMPAIGN. WE ARE INDEED PROUD OF OUR PRODUCTS!

CLIMATOLOGICAL CHALLENGES

In this regard, nobody can say that 2017 has been an uneventful year. Disastrous storms in Peru, an extreme drought in South Africa, hurricane Irma, hurricane Maria, earthquakes in Mexico... Our thoughts go out to the growers and their people who have been and continue to be affected so severely!

Unexpected climatological conditions almost always have an effect on the fresh produce sector, and the import season which we are now entering in Europe will not be any different.

There are some critical issues which need to be taken note of! After the disastrous storms in Peru we are expecting a sharp drop in the volume of grapes which will be available, probably 45% less Red Globe and 25% less seedless grapes.

For the third year in a row Brazil is suffering from a radical shortage of water in the northeast, the primary production area for lemons and watermelons. This means less production. Fortunately we have ensure that our contingency plans ensure that we will be able to supply all our clients in full.

We encourage you to study our product news, and to talk to us about your requirements leading up to the festive season.

Hugo C. Vermeulen

*Sincere regards,
Hugo Vermeulen - Managing Director*



AVO(ADO) (ES/IL)

Cool Fresh has become a year-round supplier of this extremely healthy and versatile fruit. In the coming months we will have solid volumes of HASS, Galil, Day, Ettinger and Bacon varieties from various countries.

For specific arrivals and product specifications please contact our product specialist Paul van Douwen - paul@coolfresh.nl



GRAPEFRUIT & LEMONS (TR)

Cool Fresh has been a trusted supplier of top quality products from Turkey for many years. This season we are intensifying our collaboration with CMS, the premium grower in Turkey. The two brands which we will be carrying are CMS and Purnatur.

Product arrivals and specifications can be obtained from Osman & Resat Aritan - Osman@coolfresh.nl / resat@coolfresh.nl

LEMON: ENTERDONAT

ORIGIN: TURKEY
AVAILABLE: FROM BEGINNING OCTOBER
PACKED: 9KG & 14 KG OPEN TOP

GRAPEFRUIT : STAR RUBY

ORIGIN: ISRAEL
AVAILABLE: STARTING MID-OCTOBER





(ITRUS) (IL)

Try something different with our great range of desert citrus from Israel!

Top quality for the discerning retailer.

- Sunrise Red Grapefruit
- White Marsh Grapefruit
- Clementines
- Sweetie (a cross between grapefruit and pomelo)

AVAILABLE FROM OCTOBER - DECEMBER

Your contact for further enquiries is

Paul van Douwen - paul@coolfresh.nl



MELON & WATERMELON (BR)

In addition to our standard varieties, we will also be focusing a lot of effort on mini watermelons and Genette Honeydew melons.

QUETZALI WATERMELONS

AVAILABLE: OCTOBER - MARCH
PACKED: 16 KG

SEEDLESS WATERMELONS

AVAILABLE: OCTOBER - MARCH
PACKED: 16 KG

On the melon scene we will be importing the following top quality products.

YELLOW HONEYDEW

AVAILABLE: OCTOBER - MARCH
PACKED: 10 KG

GALIA

AVAILABLE: OCTOBER - DECEMBER
PACKED: 5 KG

CANTALOUPE

AVAILABLE: OCTOBER - JANUARY
PACKED: 5 KG

Your contact for further enquiries is

Bert van Gelder - bert@coolfresh.nl



GRAPES (PE)

CRIMSON SEEDLESS

AVAILABLE: OCTOBER - DECEMBER
PACKED: 8,2 KG & 10X 500 GRAM PUNNETS

WHITE SEEDLESS

AVAILABLE: OCTOBER - DECEMBER
PACKED: 8,2 KG & 10X 500 GRAM PUNNETS

RED GLOBE

AVAILABLE: NOVEMBER - MAY
PACKED: 8,2 KG GRAM PUNNETS

Your contact for further enquiries is

Bert van Gelder - bert@coolfresh.nl



BONCHI 氣

GINGER (BR / (H / (R)

Ginger is currently also known as 'The Supercharger' due to its extreme health benefits. Cool Fresh has been a specialist importer of ginger for many years, and we have extended our supply base in order to ensure a year-round availability of top quality ginger.

We are nearing the end of the Chinese season, with the last shipments due by end of October. The indications are that the 2018 crop from China (starting in January 2018) will be around 20% smaller.

A unique added value of ginger from Cool Fresh is that we have commenced our own drying and packing operation, which guarantees top quality every time! With confirmed weekly arrivals, and the flexibility to do tailor-made packing, we are your one stop shop.

We will be receiving weekly deliveries of ginger from Brazil, right up to the start of the new Chinese season.

Your contact for further enquiries is

Sander Kleinjan - sander@coolfresh.nl



ALWAYS ON THE LOOKOUT FOR NEW AND INTERESTING PRODUCTION AREAS, WE WILL BE DOING SOME TRIAL SHIPMENTS IN GINGER FROM COSTA RICA.

WATCH OUR DAILY OFFER FOR MORE INFORMATION!

GINGER





BONJUS
Pure health from nature



KAKI (ES)

Exotic and surprising, the kaki known as Rojo Brillante has been making steady inroads into the culinary world. Already a great favourite in Mediterranean countries, the kaki is well-loved for its full flavour and extremely high nutritional value. Working with professional grower, we will be importing kaki in our BonJus brand, in a beautiful wooden crate. The season starts in the first week of October.

Your contact for further enquiries is
Peter van der Sandt - peter@coolfresh.nl



I'M VERY SWEET
BonSweet

PINEAPPLES

During the past 7 years Cool Fresh has become a specialist importer of pineapples, with a wide variety available every week. Our own brands BonSweet and Freedom Fruit continue to be much sought-after items in a large number of countries.

For the best pineapples, look no further!

Freedom Fruit
"Doing good by Buying right!"



COSTA RICA
EXTRA SWEET, HIGH COLOR, SELECT READY TO EAT, CROWNLESS. ARRIVAL: EVERY WEEK ON DIFFERENT DAYS
ECUADOR
AIRFREIGHT, HIGH COLOR ARRIVAL: WEEKLY ON WEDNESDAY & THURSDAY
COLOMBIA
EXTRA SWEET, CROWNLESS. ARRIVAL: WEEKLY ARRIVALS ON THURSDAY & FRIDAY
EXTRA SWEET
SIZING: 5/6/7/8/9/10
CROWNLESS
SIZING: 5/7; 6/8; 7/9; 8/10
SELECT
SIZING: 5/6/7/8
AIRFREIGHT
SIZING: 5/6/7

Your contacts for further enquiries:
Mark Tieleman - mark@coolfresh.nl or
Mario de Goede - mario@coolfresh.nl

LET'S TALK!



Call our Sales Team on + 31 (0)88 3 777 111
info@coolfresh.nl,
www.coolfresh.nl

