



Fresh Produce



Company Profile



It isn't fresh, unless it's healthy!

Because **Fresh Box** understands the value of everything healthy, we stand today as one of the Egyptian leading exporters of healthy and nutritious fruits and vegetables, coming straight from distant farms to you. Fresh is healthy, clean and delicious. Fresh is **Fresh Box**.

Established in early 2007, **Fresh Box** grew to become one of new shining stars in the fresh produce export business in its ongoing efforts to become the regional benchmark of the industry.

Today, our high-quality products are on the shelves in several countries over the world testifying to our constant strives for world-class standards and exceptional customer satisfaction.

A global presence.

Since establishment, **Fresh Box** has developed strong export activities. As a result, our exports and sales continue to increase at a fast pace. Our experience ensures that high quality **Fresh Box** products are present in Europe, The Middle East and other parts of the world..



What we stand for



By providing safe, natural, and healthy products, we aim to reflect the very same qualities onto the lives of our customers all around the globe.

Year after year, **Fresh Box** actively demonstrates a strong commitment to the global community and a greater environmental responsibility.

Operating under a predefined set of values and high quality standards, we make sure to live up to the promise, to be the box of Fresh Produce.

Our goal at **Fresh Box** is capitalizing on our global presence by the continuous development, adaptation, and improvement of our market offerings, in order to build trust in our range of premium fruits and vegetables.

By further expanding our global operations with a strong focus on product quality and customer satisfaction, we are always taking steps to bring our customer closer to nature.

“Our vision is to become the name of choice in our industry wherever we do business.”

Ihab Mansour - Chairman & CEO



“It’s the last few minutes that really matter”

Quality

GLOBALG.A.P.

Certified

Fresh Box has a fully equipped and professional staff, thoroughly screening the crops and continuously testing throughout packaging and shipping with exact standards for final products.

We size the fruit and we grade it for beauty. Sometimes the product will be wind scarred, has a bulge on the stem, or even has a minor defect, but we won't

accept it. We really mean it when we say we accept only the best quality that should be associated with our brand.

Food safety is never compromised till it reaches every retail store; it must be fresh, as we get it from the farm. The objective of **Fresh Box** is the delivery of a high quality product packed in accordance with the European requirements.

Listening, Responding, Building Trust

Listening to our customers is also an important aspect of delivering products with superior quality and value. We strive to understand their needs and incorporate them in our products, packaging and services. Customers trust **Fresh Box** products and we work to keep that trust.



Strawberries

Season: November to March.
Packaging: 10 x 250g
20 x 250g
12 x 400g

Ripe and fresh, **Fresh Box** delivers tasty Egyptian strawberries directly to you, well handled and preserved.

Strawberries are becoming one of the most coveted products out of Egypt

Being a tender product by nature, strawberries require careful handling and good storing conditions to increase the shelf life.

Variety selection is considered to be a main key to bright, firm, and tasty strawberries

With expanding lands and increasing distances and quantities Fresh Box uses latest techniques to create a network between those farms and our post harvest facility.

We ensure safe handling, good storage and quick shipping to most of Europe and other countries.



Grapes

Season: May to July.
Packaging: 4.5/ 9kg carry bags
10 x 500g punnets

We in **Fresh Box** produce top quality, early ripe and pest-free grapes

Whether the choice is for the bright green or the dark purple coloured seedless grapes, the result is grapes with excellent eating quality, firm texture, and very good shelf life.

Grapes are transported using the shortest routes available to make sure that customers receive the product on time.



Pomegranates

Season: August to October.
Packaging: 8/10/12 pcs
Weight: 4kg

Egypt provides a very good base for pomegranate cultivation resulting in a very high quality fruit.

The pomegranates are round and often slightly edged with a smooth, leathery skin with sweet juicy red pulps.

With a product that require special techniques to ensure its freshness; the following steps are closely monitored starting from harvesting till shipping the pomegranates to our clients overseas.



Onions

Season: May to July.
Packing: 10/25/50/1250 kg

Having strict quality control procedures from the point of planting till cultivation, **Fresh Box** is able to offer consistently high quality onions to the customers.

The produce must be sufficiently dry for the intended use (storing at least the two first outer skin and the stem must be dry), without hollow or tough stem, practically free from pests and damages, and free of abnormal external moisture. The stems must be twisted and clean cut.



Cherry Tomatoes

Season: November to May.
Packing: 9x 250g
4kg loose

Perfect cherry tomatoes range in size from 20mm to 30mm, and may range from being spherical to slightly oblong in shape.

For such a high quality product with firm flesh, complete red colour, and consistent in size, a state of the art sorting, grading machine is installed solely for that purpose to ensure that all cherry tomatoes are packed according to specifications.



Our people are our power

We're always hungry to find new ways to grow our business, and we know that one of the crucial ingredients of our success is our people.

Our team consists of talented people with diverse backgrounds and experiences, who have the ability to understand the needs of our customers.

A Safe Work Environment

Workplace safety is fundamental to our success. In fact we include it as part of our business plan. Our safety policy and practices are designed to provide a safe workplace for our employees.

We're proud of our safety procedures and we continue to improve them every year, because even one accident is one too many.

**Check our website
for more information
about our products and
packaging details**

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