



Mission Produce Launches Foodservice Division

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The global leader in hass avocados, Mission Produce, has expanded its customer service capabilities with the launch of Mission Foodservice.

In recent years, the foodservice category has become one of the most rapidly growing sectors of Mission's business. As a result, Mission Foodservice was established to meet the unique demands of the category.

In the foodservice industry, supply chain is critical and Mission Foodservice, with its seven U.S. based forward distribution centers, has the capability to deliver product within 24 hours anywhere in the continental U.S. Mission's forward distribution centers, (FDC), are not just forwarding warehouses. These FDC's are state of the art, avocado ripening centers, staffed with highly trained Mission experts solely dedicated to ripening fruit and meeting the complicated specs that the foodservice industry demands.

Mission Foodservice will extend Mission's current offerings of training and education, handling and storage support, ripening and menu trends. The division will be spearheaded by Bryan Garibay, Foodservice Sales Manager and supported by Jason Payne, Mission's newest sales representative. "Jason Payne is a great addition to the team and his expertise in operations and ripening will go a long way when servicing our customers," stated Garibay.

With the creation of Mission Foodservice and recent success of their Emeralds in the Rough grade 2 retail pack, Mission has decided to adopt Emeralds in the Rough as its number 2 label across all channels.

"The days of avocados being solely used for a particular cuisine have passed. Avocados are now becoming a part of everyday meals and not just used as a garnish, guacamole or avocado toast," stated Brent Scattini, Vice President of Sales and Marketing. "Our Emeralds in the Rough product speaks to this and the avocado connoisseur who understands a good avocado is not based on a perfect outer layer, but what's inside," continued Scattini.

According to a recent report released by the [Hass Avocado Board on Consumption Habits](#), 64 percent of consumers order dishes that contain avocados and 50 percent believe restaurants that offer avocados are healthier than others.

"Avocados are making their way to center of the plate and becoming an everyday essential," stated Patrick Cortes, Director of Sales. "We know the foodservice industry needs a larger supply of avocados. Our global reach, sophisticated network and expertise, will provide on time and in spec avocados that are ready to be sliced, diced, mashed or pureed," continued Cortes.

This week Mission will be attending the Produce Marketing Association Foodservice Conference and Expo that will take place in Monterey, Calif., on July 28 and 29. Mission Produce will highlight their expansion within the foodservice industry and unveil their new Emeralds in the Rough packaging.

"Mission Produce is beyond excited to share the launch of this division with buyers and suppliers. We know this evolution will be the answer for many foodservice distributors who are looking to provide the world's finest avocados to their clients," said Scattini.

About Mission Produce: Mission Produce owns and operates state-of-the-art avocado packing facilities in multiple global locations including California, Mexico and Peru. In addition, the company's global distribution network includes 11 ripening and distribution centers in North America, China and Europe. Over the past 35 years, Mission has become recognized as the leader in the worldwide avocado business. www.worldsfinestavocados.com