

Market Fresh Produce to supply Italian red sweet onions nationwide

By ANGIE HANSON
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Market Fresh Produce LLC, Springfield, Mo., is offering Italian red sweet onions for the first time.

The onions, produced by numerous California growers, are in produce departments now and are expected to ship nationwide through September, said Steve Phipps, owner and director of sales and marketing.

Phipps said he hopes the addition of the red sweet onions continues Market Fresh's rapid growth. In 2006, Market Fresh entered the onion category, agreeing to supply a 1,600-outlet chain with year-round supplies.

"We're always looking to add to our premium brand," Phipps said of the red sweet onions. "We thought it complemented our overall offering to our customer base. Last August, we launched sweet

onions, and that program has been very successful."

Market Fresh offers the red onions in bulk, jumbo loose packs and 2-, 3-, 4- and 5-pound bags, all

of which are distributed in high-graphic, display-ready containers. The firm also has foodservice packs available in 40-pound and 20-pound split boxes, Phipps said.



Market Fresh Produce LLC, Springfield, Mo., now offers Italian red sweet onions in bulk, jumbo loose packs and 2-, 3-, 4- and 5-pound bags. Steve Phipps, owner and director of sales and marketing, says the company expects to ship the onions nationwide through September.