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John Cerasuolo Co. Inc. dedicated to outstanding products and top-notch service

By

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Back in March, as the COVID-19 virus began to make its tremendous impact on the world and the way people live, there were a lot of unknowns in the produce business. But as it turned out, the retail side of things has been strong because people have been cooking more at home. That has been key to the success John Cerasuolo Co., Inc. has seen in 2020.



Skip Cavallaro III, general

manager of John Cerasuolo Co., and Michael Ferro, sales representative, flank Skip Cavallaro Jr. (seated), president of the company.

“Everything is going well,” said Dominic Cavallaro of John Cerasuolo Co., headquartered in Chelsea, MA. “Things are very different, and we try to take things one day at a time. We make sure everyone is safe and just try to make everything work.”

He added that the company historically does more retail business than foodservice, and he’s hopeful that the holiday season will see solid sales, as families seek out some sense of normalcy by cooking meals for holidays like Thanksgiving and Christmas.

“It’s going to be interesting. I want to see how it pans out,” Cavallaro said. “We’re cautiously optimistic about what lies ahead.”

The company has earned a reputation for providing its customers with the finest produce, including red, yellow, and orange peppers, hothouse tomatoes, grape tomatoes, tomato medleys, and romaine hearts, just to name a few. It is renowned for dealing in staple vegetables that are enjoyed both in the home and while dining out.

John Cerasuolo Co. services retail chains, independent retailers, and foodservice professionals by shipping its full line of vegetables from the United States, Canada, and Mexico to its customers throughout New England.

The company has been part of the New England Produce Center in Chelsea since 1968. In 1972, it was purchased by Ken and Skip Cavallaro from its original owners.

Cavallaro attributed the success of John Cerasuolo Co. to the classic principles of providing clients with high-quality produce and the highest standard of customer service. And of course, it also takes a lot of hard work.

“Don’t worry about the next guy, just put your nose to the grindstone and take it day by day,” he said.

That kind of attitude is sure to keep the company enjoying the holiday season as it looks forward to a successful, and eventually more normal, 2021.

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