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## **Ryeco advances with repack, delivery and marketing**

By

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Philadelphia-based Ryeco continues to invest to keep business current. Last year, the company purchased a new 30,000 square-foot warehouse in South Philadelphia to support its PWPM facility and operations. “We use it to support our main store here at the market,” said Filindo Colace, vice president operations at Ryeco. “We can store more items there to send to the market as needed and

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it enables us to handle more variety of product.”

The new building, which opened in October 2020, serves as a repack facility. “We have numerous repacking opportunities now,” said Colace. “This year we will be packing specific items for specific customers with the option of branding. This provides for brand identity and loyalty. We’re looking at creating those products for customers.”

One big demand at Ryeco’s repack operation has been in food boxes. “We have been packing 20-pound food boxes to sell to food banks,” said Colace. “We continue to build a variety of options in our repack business so we can give various customers specific packs they need.”

Ryeco has also experienced significant lift in demand for product delivery. “We’ve seen a big shift in customers wanting delivery over the past year,” noted Colace. “We had customers who were pick-up customers and are now permanent delivery customers.”

Colace believes the company’s ability to deliver to customers is crucial. “The fact that we can deliver to customers is huge,” he said. “We have 17 vehicles in the fleet and it’s a big help for customers who don’t want to come down to the market. Our delivery service combined with our repack capability will offer significant advantage for customers moving forward.”

The company also hired a dedicated marketing and communications coordinator, Jessica Porrini, last year. Porrini was brought onto the Ryeco team to plan, develop, and implement marketing strategies for email, social, web, and mobile. She also works with the sales team to develop communication workflows to improve inventory sales and creates and optimizes marketing materials for the company.

She explained her goal at Ryeco is to accomplish a bit beyond a social presence. “I want Ryeco to be a brand that not only wholesalers recognize, but also one the consumers our customers sell to recognize,” she said. “I want the Ryeco brand to be known as the most reliable, fresh source of fruits and vegetables for the Philadelphia community.”

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