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## **GR Fresh celebrates grand opening of state-of-the-art warehouse**

By

John Groh, publisher

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GR Fresh, a leading grower-shipper and distributor of Mexican vegetables, held a grand opening of its new state-of-the-art warehouse and cold storage facility, in McAllen, TX, on May 26.

The event featured presentations by GR Fresh executives and officials from the city of McAllen, and was attended by dozens of well-wishers from the area, who had the opportunity to tour the immaculate and cavernous facility, which has a capacity for 150 truckloads and includes 50,000 square feet of cooling space, 17,000 square feet of dock space, 12,000 square feet of office space, and a 10,000-square-foot packing area. It also has a generator that can provide back-up power to the entire facility for up to a week.

The grand opening marked the first phase of the project, which broke ground 15 months ago. A second phase is planned, which will feature another 50,000 square feet and capacity for another 150 truckloads of product.

In welcoming attendees to the event, Miguel Gonzalez, CEO of GR Fresh, harkened back to 30 years ago, when the company first came to McAllen with the dream of establishing a distribution channel to

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commercialize its vegetable production and offer the highest quality products.

“We are proud to inaugurate the first stage of this modern distribution center that will allow us to offer more products to our clients, allowing us to continue to pursue our dream,” he said.

He also recognized the GR Fresh team for its work and commitment to the company and this project.

“In February 2020, the first stone of this work was placed,” said Gonzalez. “Despite the unprecedented pandemic, Hurricane Hanna and a winter storm that paralyzed much of the valley, the project was completed in a timely manner thanks to the dedication and devotion of everyone involved.”

Tony Incaviglia, vice president of sales and marketing for GR Fresh, said the new facility elevates the company to another level within the industry.

“I cannot emphasize enough the importance of this facility for us, how it makes us even more relevant than ever before,” he said. “The impact this facility provides, that feeling of professionalism, that WOW factor you feel as you approach the building proves how serious a player we are in this industry. It reinforces and elevates our position as to what I like to call an ‘A’ level grower-shipper.”

Incaviglia added that not only does the new facility increase GR Fresh’s operating capacity, it improves its service and efficiency levels and continued its mission of guaranteeing high-quality products.

“Our retail and foodservice relationships demand certain product specifications, and with the expansion of our re-pack facility to 10,000 square feet and the ability to add additional machinery, it allows us to pack more efficiently and, more importantly, develop, create and innovate new packaging alternative.”

Following the dedication of the facility, attendees had an opportunity to tour the complex and speak with GR Fresh executives and team members. A reception was held on the second level of the warehouse after the tours.

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