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## **Lipman to feature fresh-cut line at PMA Foodservice**

July 20, 2021

As foodservice operations get back up and running, consumers are eager to dine out. More than 3.7 million consumers visited a restaurant via Yelp in May 2021, a record high for the app. In response to foodservice demand surpassing pre-pandemic levels, coupled with the desire to innovate and promote labor efficiencies, Lipman Family Farms will showcase its growing fresh-cut line at the upcoming PMA Foodservice conference.



The fresh-cut line is harvested, packed, clipped and cleaned through Lipman's supply chain network to provide a high-quality, ready-to-serve product that eliminates prep time and reduces back-of-house labor. One product Lipman will showcase at PMA Foodservice is its ready-to-eat green beans. Available in a high-graphic, microwavable bag, the green beans are offered in a variety of sizes ranging from 12 ounces to 32 ounces and bulk sizing, ready to ship to customers within 24 hours.

"With consumers eager to get back out and experience restaurants and dining again, we are seeing equally eager menu developers ready to innovate again," said Wil Wilbur, corporate chef at Lipman Family Farms. "We are energized by the desire to incorporate new, fresh ingredients into menus and are continuously developing our food-safe, ready-to-eat, fresh-cut product line, blends and mixes."

With guaranteed product availability, Lipman's green beans are grown on exclusive acreage in Guasave, Mexico, and Baja California, Mexico, and distributed by Lipman's West Coast distribution network. The green beans are also available as organic and fall under the full Grown-True line of products, which also includes tomatoes, cucumber, pepper and squash varieties.

Lipman will be showcasing its fresh-cut capabilities at booth No. 219 on July 22, offering samples by Chef Wil, and sharing insights on Lipman Culinary, a new, free resource available to customers to help reduce gaps in the farm to table connection and improve the consumer experience.

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