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El Sol showcasing new line of Asian vegetables at IFPA

By

Keith Loria

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With more than 100,000 square feet of warehouse space in Miami and Port Washington, NY, [El Sol Brands](#) can deliver the finest tropical produce to most places on the East Coast in under a day.

“We continue to grow our business by double-digits, and thanks to our retail and wholesale partners, 2022 has been a very strong year for El Sol,” said Luis Perez, vice president of sales for the Miami-based company. “By continuing to innovate with easy-to-use fresh products and expanding our look to the West, it is giving us a clear goal of expansion into our immediate future.”

At the upcoming IFPA Global Produce & Floral Show, El Sol will be exhibiting at booth No. 4275 and visitors can expect to see first-hand the variety and superior quality of the El Sol label products.

“We plan to showcase a new line of Asian vegetables, as well as showcase the quality of our El Sol roots,” Perez said. “This show is important because we are able to connect with potential new customers, while at the same time, strengthen our relationships with existing customers. This is a great opportunity to discuss in person our ability to import, distribute and merchandising support we provide to our retail partners. In addition, we can discuss one on one the rich history of El Sol and our commitment to this ever-growing segment of the population.”

Those stopping by the booth can learn about the new Asian vegetables and El Sol’s line of plantain chips snacks.

“I also want to continue to drive home the strength of El Sol, which is not just selling a line of product, but that we walk with our retail partners through the process, sharing our experience through training sessions for their teams, provide merchandising assistance and helping them to understand the consumer and the product they use,” Perez says. “This is the cornerstone of our success.”

El Sol is a long-standing member at the show, and this year, the company will be represented by Perez, CEO Carl Delprete, Vice President of Operations Chris Delprete, plus Miguel Villar, Juan Garcia and Kelvin Hernandez.

“We are preparing a strategy for the show by designing a lineup of product that can highlight the importance of the category we service,” Perez said. “Hispanics are said to be the fastest growing demographic and we are the leaders in this category. We want to show how retailers can benefit from our experience and product availability.”

While the show is massive in size, Perez noted it still seems to be very personal and there’s plenty of great one-on-one opportunities.

“Of course we’re looking forward to connecting with new customers and being able to say hello to many of our old friends,” he said. “ But it also is about being able to showcase the strength of our company through the quality and the variety of the category we serve.”

[Keith Loria](#)

About Keith Loria | 

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and

sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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