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**Freshcourt bringing fresh new flavors to CPMA**

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By

Craig Levitt

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Ecstatic was the word used by Eduardo Garcia Chamorro, creative marketing director of [Freshcourt](#), to describe business during the first quarter of 2023.

“The world is changing now, and we are here for it,” he said. “A new study by Nielsen showed the top five items in deli are all avocado products, and we are excited to be part of this growth. All age groups are consuming more avocados.”

The company, which will be heading to the Canadian Produce Marketing Association show in Toronto, has seen some of these changes reflecting back on their show experiences in 2021 and 2022.

“People at the GulFood show loved our new exciting flavors and we were really happy we had the opportunity to go back. This past show hosted record numbers with more than 5,000 companies from around the world,” Garcia Chamorro said.

“We had a tremendous turnout and people were very excited about our new products, as it allows people to grab-and-go, which after the pandemic saw a significant growth in items ready to go preferred by today’s consumer’s behavior,” he said.

Taking lessons it learned from the Dubai show, Freshcourt has a strategy it expects to be a success. “Believe it or not our always-ready customer service mentality makes a huge difference,” said Ana Cris Villarreal, Freshcourt’s newly appointed international sales representative. “CPMA will be a great opportunity to have meetings with current customers and expand some of these lines with them and introduce some of these new exciting products.”

The Coral Gables, FL-based company recently introduced an affordable two-ounce, individually sized Mini Guac, which Garcia Chamorro said is a wonderful alternative to the changing economy, is nutritious and preservative-free. Currently, the product comes in what Garcia Chamorro calls a new way to look at how Freshcourt manages its brands.

“I decided it was a good strategy to differentiate our extensive line of avocado products in well-defined categories: guacamole, avocado salads and tropical blends,” he said.

In the guacamole category there are four distinctive flavors: Classic Guacamole, Pico de Gallo, Habanero and Jalapeño. The avocado salads category has Classic, Southwest, Pomegranate and Mediterranean. The tropical blends category consists of Freshcourt’s avocado Hass pulp mixed with delicious and natural ingredients such as Coconut & Berries, Piña Colada, Kiwi with Mint and the pièce de resistance, Mango, which he said is everybody’s new favorite.

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“Tropical blends is our fantastic new category,” said Garcia Chamorro. “Our R&D department in Mexico is working really hard on innovation.”

It seems to be paying off.

“People go crazy when they try the tropical blends,” he said. “People freak out when they try it. Thanks to our R+D department we can always count on having one or two cards up our sleeves when we attend shows such as CPMA.”

Freshcourt’s products are 100 percent natural, have no GMOs and are dairy and gluten free. “Everything that comes out of our facility is HPP (High Pressure Processing), which provides a very significant shelf life, ensuring it will taste great,” said Garcia Chamorro.

Cris Villarreal said the key to success is believing in the product you’re selling — in its value. “I saw the value in these products, the quality and technology behind a simple tray of fresh guacamole, and what I like the most is the solution Freshcourt provides to the end user and foodservice industry around the globe,” she said. “I see a world of opportunities for the company. We had a very successful start to the year. The company distributes products in more than 25 countries, and its volume has grown significantly over the last 12 months. We keep on seeing a double-digit growth in the avocado category and all the guacamole products available for retail.”

*Photo: Eddie Garcia Chamorro, Gene Lamour, Ana Cris Villarreal, Víctor Sebastián, Sonia Heredia and Magdalena Davalos at GULFOOD Dubai 2023.*

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## About Craig Levitt |

When his dreams of becoming a professional hockey player came crashing down due to lack of talent, Craig Levitt turned to journalism. He graduated from Hofstra University in 1992 and has covered various areas of the retail food trade since 1996. Craig joined The Produce News in 2017 and is now managing editor. In his spare time, Craig still plays men's league hockey (poorly) and enjoys walking the aisles of his favorite supermarket with his wife and two daughters.

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