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Fresh Taste excited to meet with international partners at CPMA

By

Keith Loria

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[Fresh Taste Produce](#) has a strong reputation for providing commercial and independent partners with a wide variety of the highest-quality fruit and vegetables from 35 countries around the world throughout the entire year.

As a sixth-generation importer, packer and distributor of fresh produce from its Ontario home, Fresh Taste ships product to wholesalers, retailers, institutions, restaurants, foodservice and jobbers in Canada and the U.S.

With the annual Canadian Produce Marketing Association trade show being in its home country, the company is looking forward to heading to Toronto this month.

“Fresh Taste is always excited about the CPMA show,” said Julian Sarraino, chief operating officer for the Canadian-based company. “Our team is looking forward to learning about new opportunities at the exhibition. CPMA is always exciting because our team gets to host several of our American and International partners. Our team travels the world throughout the year, when the show comes to Canada, we are always passionate about showcasing our infrastructure here.”

The company has been attending CPMA for many years and are expecting to have approximately 15 members of its team attend the show in 2023.

This year, hot topics that Fresh Taste expects to talk with customers about will be geopolitical, weather and economic impacts.

“These issues are at the forefront in terms of pressures we all face,” Sarraino said. “Our strategy is to educate our partners when the show is in Canada. We are very fortunate to have an incredible team of industry specialists that provide impactful knowledge and information about the Canadian market.”

The company will also be touting its brand partners, Sun Candy Citrus and Pink Pelican Topicals, which are exclusive to Fresh Taste.

“In our opinion, the CPMA show is always a success because we get to showcase the Canadian market to associates from other countries,” Sarraino said.

Thanks to its proprietary logistics monitoring methodology — Slingshot Delivery and its in-house packaging services, Fresh Taste offer its customers top quality, speed, agility, flexibility and reliability to suit any retailer strategy and any consumer palette. It’s no surprise then that Fresh Taste has developed a reputation for building one of the most sophisticated and resourceful produce distribution

networks in the world.

[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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