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The Fresh Wave celebrates 20 years

October 2, 2023

September 2023 marked the 20th anniversary for The Fresh Wave, which is still headquartered at its original location in Vineland, NJ, after years of substantial expansion and growth. To commemorate this milestone, Skip Consalo was surprised with a celebration on Sept. 10. The event took place at the company's headquarters.



What is now a fully vertically integrated farming, importing, packing and distribution company was humbly started in Medford, NJ, in 1927. William Consalo Sr. founded the family's farming operation and with the help of his four sons, he eventually relocated to Vineland. They grew the business to a large, successful, growing, shipping and agricultural supply business.

William's son Andy Consalo was in the business his whole life and his relationships earned him the trust and confidence in an ever-widening market of satisfied customers. Andy's son, Skip Consalo, represents the family's third generation in the business. He started his career in produce at age 14.

After Andy's passing, Skip left the company but quickly missed produce so in 2003 he started his own venture, The Fresh Wave. His vision was to provide fresh, high-quality produce with the customer as the main focus. Today, The Fresh Wave is a fourth-generation family-owned-and-operated company with 52-week supply capabilities.

The anniversary celebration took place with vendors The Wander Bar, South Jersey BBQ Boyz, The Pasta Truck and Lexylicious. Decor and event details were provided by Magnolia Balloons, MCM DJs, WC Lettering, Alpha-Lit (South Jersey/Philly) and Vative Creative.

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