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Exp Group opens McAllen, TX, location

By

Keith Loria

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As a top importer and marketer of tropical and Latin items, [Exp Group](#) is a trusted name in the produce business, calling on more than four decades of experience.



Comprising several company segments — such as Exp Logistics, Exp Bananas and Exp Serafino, the multinational group is known for delivering and distributing produce from Central and South America.

Following a record year in 2022, the company is equally pleased at the numbers it's seen for 2023.

“It's been a really sharp year,” said Anthony Serafino, executive vice president and principal of the North Bergen, NJ-based company. “We're continuing to grow and developing our retail operations and increasing our footprint in the United States. We're controlling the supply chain and supplying the best merchandise.”

Team members are ready to talk about all the exciting things happening at this year's New York Produce Show.

“We always have a presence at the show, and this year we are at booth Nos. 163, 165 and 167,” Serafino said. “We always enjoy this show. It’s the only one that we exhibit at, so we have a lot of great plans.”

Each year, Exp Group chooses to attend and exhibit at the show because it’s close to home and the company values the importance of being so close to Hunts Point and all the customers in the Northeast.

“Each year, we sit down as a team with our executives to plan a strategy, and I typically lead those discussions,” Serafino said. “We talk about what we have going on for the rest of the year, as well as 2024 and beyond. We always like to preach something really exciting and showing how we control our own destiny.”

One of the biggest things to happen this year was the launch of the company’s second location in McAllen, TX, with a 50,000-square-foot facility.

“That’s been really exciting, and our plans for the show are to promote our great logistical hub down in Texas,” Serafino said. “It’s a great logistical point for us with Mexican commodities, helping us service some of our clients in the Midwest, the Southeast and the Western portions of the United States.”

A number of team members based in McAllen will be headed to the show and are eager to talk with customers and potential customers.

Some of those going are Fraymil Rodriguez, senior vice president of finance and business development; Jose Manuel Villacis, senior vice president of Latin America; and Jesus Cavazos, director of Texas operation, who has a great deal of experience dealing with Mexican commodities.

The company is also in plans for a new 7-acre logistics hub near its New Jersey facility, which will be available for the 100-plus trucks the company has coming on board in 2024.

“Something that the pandemic taught us is that if you continue to control many aspects of the supply chain, you can control your own destiny,” Serafino said. “And we do have plans to expand to other locations in the future.”

Exp Group prides itself on providing the best product in the industry, even if it costs a bit more.

“It’s something that my father has always stressed, through the pillars of our company which are quality, service and our culture,” Serafino said.

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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