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Auerbach showcases its line at New York Produce Show

By

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The Auerbach team has one simple plan while exhibiting at the New York Produce Show this month: Educate any and all attendees about what the company has to offer and how these products will benefit them.

“We are going to the show with a strategy that is all about promoting our major items and all the items we sell,” said Bruce Klein, director of marketing for the Secaucus, N.J.-based company. “Honestly, we have nothing new specifically, but we have so many different items, between 50 and 60, and it is important that we see as many people as possible to make them aware of what we offer and, perhaps, get them to expand what they now carry from us.

“The main goal is networking, seeing our regular customers and talking to them about their needs and maybe get them to consider more products from our line,” Klein continued. “And, to meet new customers and tell them what we are all about and how we go about procuring their business.”

It certainly does not hurt that Auerbach has long had a prime spot at the show — the first booth on the left when attendees walk into the floor. “It is pretty hard to miss our booth and that makes a difference at this show,” he added.

Auerbach’s main products are peeled garlic, bulk garlic, ginger, limes, shallots, asparagus and a line of organic packaged garlic, shallots and ginger. “What makes us stand out is our service and the quality of the products we offer the industry,” he said. “Our customers know that we can ship many orders on the same day or the next day and that makes a big difference. We recognize that our quick response to their needs and always having products available to our regular customers are very important to them.”

Of course, Klein, who joined the company more than 32 years ago, also likes to emphasize the breadth of the business. “We sell to many different customers, retailers, wholesalers, wholesale markets, foodservice purveyors and the meal kit companies,” he said. “We have a variety of customers that we sell and, therefore, we are not pigeon-holed into one type of customer. That really helped us out during the covid pandemic when restaurants were not open but grocery retailers were booming. We think we have a very good balance here.”

Quality control is also a big deal at the company. Klein said the quality control team ensures that only the best product reach customers. “It is a big deal here because we know how important maintaining consistent quality is to our customers,” he said. “We stand behind everything we do, and it starts with quality merchandise.”

While the company has much of its business in the northeast, it has customers all the way down the eastern seaboard to Florida and out to Chicago. Sometimes, products are even shipped to California.

The company is quite proud of its cold chain, including its 60,000 square foot refrigerated warehouse. “Product comes in by refrigerated trucks, the dock area is refrigerated and then it goes into refrigerated coolers. There is absolutely no break in the cold chain,” said Klein.

In the end, he is aware that there is tremendous competition in this arena and staying ahead of the curve is vital.

“We know that the quality of products, service, cold chain and our quality control team that makes sure the products are as good as they can be sets us apart and enhances our reputation,” Klein said. “We have been doing this for many years. The name is out there and it is well respected. We make sure we go to all the local shows and the customers shows to keep them aware of who we are and what we do. It makes a difference. We are very loyal to our customers. We are constantly communicating with them to better figure out their needs and what we need to do to meet them.”

[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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