



- Advertisement -

Trucco's team a big contributor to success

By

Keith Loria

November 28, 2023

[A.J. Trucco](#) has been a staple at the Hunts Point Terminal Market since the Bronx market first opened its doors in 1965, and the company is one of the largest importers of fresh produce, dried fruits and nuts from around the world.

The company's retailers and partners are serviced by its sister company, Trucco Inc., out in Vineland, NJ, where a dedicated 75,000-square-foot state-of-the-art refrigeration and packaging facility is based. Thanks to its 2,500 pallet positions, superior environmental, high-efficiency tech and brand-new advanced packing machinery, the facility is one of the most advanced on the East Coast.

Trucco will soon be heading to this year's New York Produce Show, where it will be bringing some of its best stuff and a couple of new products the team is really excited about.

"The New York Produce Show is a central event for us to strengthen bonds with our existing clients and make new ones," said Yasmin Pacia, chief marketing officer of Trucco. "Our team is dedicated to making a remarkable impression and ensuring we fully capitalize on every opportunity presented."

As a New York-based company, this particular show holds special significance for all who work at Trucco.

"It's an unparalleled platform for enhancing our connections with current clients and cementing our local market presence," Pacia said. "Our preparation for the show is collaborative, involving the entire team. Each member plays a crucial role in shaping our strategy, ensuring a comprehensive and practical approach."

Trucco will be exhibiting at booth Nos. 413, 415 and 422, in what Pacia describes as an "engaging and visually appealing setting."

"Visitors can look forward to exclusive giveaways and delectable food samples featuring our most popular products prepared by chef Gisela Salazar-Golding," Pacia said.

The company's team members are thrilled to announce the expansion of its services through Trucco, Inc., and the launch of TruFresh — two growth ventures that mark significant milestones in the company's growth trajectory and offerings.

"So far, 2023 has been a dynamic year for our company, marked by the introduction of new products and the forming of valuable partnerships," Pacia said. "It has been a year of positive growth and exciting developments. Our growth plans align with our achievements in 2023. They focus on continuous innovation and strengthening relationships in the industry."

For Trucco, a successful show is defined by the quality of the interactions that take place throughout the show.

“The opportunity to connect in person with those we work with daily is invaluable and forms the highlight of the event,” Pacia said.

And much of the success can be traced back to the hardworking and loyal team that has made the company what it is today.

“We want to express our appreciation for the dedication of our Trucco employees,” Pacia said. “Their hard work is the backbone of our success. The New York Produce Show also offers a cherished opportunity to engage with our business associates, an aspect we deeply value and look forward to.”

[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.

[Print](#)