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Maurice Auerbach Inc. is a trusted name in garlic

By

Keith Loria

March 27, 2024

[Maurice Auerbach Inc.](#) is located in Secaucus, NJ, approximately 22 miles from the Bronx and the Hunts Point Terminal Market, so it means a great deal to the success of its business.

As one of the largest garlic and specialty produce distributors in the Northeast, the company's product line of items are sourced from around the world and Hunts Point helps to make that possible.

Under its AuerPak brand, the company specializes in garlic, shallots and other specialty items, such as tropical and Asian produce, as well as organic garlic, asparagus, ginger and tofu.

"We do a lot of business at Hunts Point," said Bruce Klein, director of marketing for the third-generation, family-owned enterprise. "We have several different houses that we deal with on a regular basis. We sell to them, and we also buy from those on the Hunts Point Market on occasion, so the market is integral to our business."

In fact, on any given day, Maurice A. Auerbach could be making a major deal at the market, which only adds to the success it has achieved over its long history.

For more than 80 years, produce carrying the AuerPak Brand label has consistently delivered freshness time and time again and it's made Maurice A. Auerbach a trusted name throughout the country.

"We start by procuring the highest quality produce the earth has to offer from the finest growers," Klein said. "The produce you see in the package has been inspected carefully numerous times, so you know what you're getting is purely the product you're looking for and nothing else."

As of early March, business was looking strong for the company in 2024, with Klein likening it to the success it saw last year.

"People are looking for garlic, and ginger has been extremely popular," he said. "Organics are still trending really high as well."

Right now, the garlic crops are looking strong for the year ahead. So far, the company has crops in from Argentina and Spain, and is looking forward to the Mexican crop which will start in April.

"Our goal is to keep our existing customers and provide good product," Klein said. "We do a lot of foodservice business and if we can add items to those customers, we will. The best way to do that is make sure we have the product and the trucks come in on time. Importing product has been very difficult lately, and you want to make sure you have what's needed on hand."

Maurice A. Auerbach works with an array of customers — retailers, foodservice distributors, ingredient companies and various markets, such as Hunts Point and the Philadelphia Market.

“It’s a day-to-day business and everyone works hard to make sure we are doing our best for our customers,” Klein said.

Just as it always does, Maurice Auerbach Inc. is building its success by providing the best possible products and service to its customers.

“We always strive to make sure we take care of our existing customers to the best of our ability,” Klein said. “Our core customers are the heart of our business.”

[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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