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Nickey Gregory launches retail support division

By

Keith Loria

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[Nickey Gregory Co.](#), a full line produce distributor that provides overnight deliveries throughout the Southeast, is thrilled to be once again attending the upcoming Southern Innovations show and has plenty to talk about at the event.



“We just started a retail support division in September, and we’ve hired six experienced retail people who are going to help us launch this new program for us,” said Andrew Scott, director of marketing and business development for the Nickey Gregory Co., which has two warehouses on the Atlanta State Farmer’s Market. “We’re very heavy on who we sell to, which is foodservice, so we’re trying to diversify.”

The company has now been processing for six years as well, and thought it was time to get more in the retail game.

“We’ve been talking about this for a few years now,” Scott said. “Going into the fall months, now was the time. Retail is pretty busy this time of year, especially the last two months of the year, so it’s great timing, and that includes bringing in the people we wanted.”

At the show, Nickey Gregory Co. will occupy booth No. 303, with five members from the team attending.

“We’re big supporters of the Southeast Produce Council and this is a great expo for us because we have customers there, and we have our vendors as well,” Scott said.

For instance, Blair Greenhill, vice president of purchasing at the company, enjoys going to the show because he can visit with all his vendors on the floor, while Scott hangs around the booth to talk with customers who come by.

“At the booth, we’ll be showcasing some of the retail items we will be doing,” Scott said. “We’ll have some retail fresh-cut items, as well as processed and fresh-cut items from Family Fresh Foods, which is our processing division.”

Right now, Family Fresh Foods does a lot of school packs and foodservice packs, and it will soon be doing retail packs later in the year.

A strategy session for the show happened in August, with the five team members scheduling who each would see and what dinners and events would be attended.

“A lot of people already know us, but a lot of times, you just have to make that extra effort,” Scott said. “We’re pretty much going to man our booth that Friday and be there to talk to everyone who comes by.”

A successful show, he noted, is one where you find some new vendors and/or customers.

“We have a really good customer base right now, but we’d love to start doing some more retail business,” Scott said. “This might afford us that opportunity.”

Nickey Gregory Co. is always looking for growth opportunities, and to expand on the Atlanta Market in terms of space. Currently, it has a little under 150,000 square feet, and it’s hoping to find more.

“We have had some growing pains that we thought we’d never have moving into these two buildings of ours,” Scott said.

[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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