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A fresh start for In2Food grows from strong ownership partner

This week will mark the beginning of a new phase for the In2Food business, as it rises from the impact caused by the pandemic to remain one of Australia's largest national fresh fruit and vegetable wholesalers.

The business was bought in October 2021 by [Produce Republic](#) shortly after it went into administration in August. Confidence was quickly restored when the new owners committed to running and growing the existing business. This saved over 400 jobs, provided security to its community of hardworking grower partners, as well as supply chain reliability to its customers. This has ensured that high quality, traceable and on time fresh fruit and vegetable produce that customers have come to expect from In2Food would continue without pause.

Brett Jackson, the incoming Managing Director of In2Food said:

I would like to acknowledge the enormous amount of work undertaken behind the scenes to move the operations of the business successfully to the new ownership and set down the path for future success. This has been executed with exceptional professionalism and resilience at all levels. The goal has been to achieve this with the least impact felt to our team members, partners and customers, and I would like to commend the committed team of In2Food's people for achieving this.

Our people and brand have continued to support our grower partners, while we look to streamline our distribution network to better service our loyal customers."

While ownership has changed, the In2Food national reach with a local focus remains firmly in place. The growing customer base can expect the same personal service and high-quality produce delivered on time.

Looking ahead, In2Food intends to consolidate and expand on its network of farmers, grow its traceable supply chain distribution network, and expand its customer numbers. Now backed by stable ownership and strong leadership, the future looks set for growth.

For media enquiries:

- *Margot Stolle | Senior Marketing Manager | The Collective Co | margot@thecollectiveco.com.au | 0402 912 204*

Notes: In2Food is a national business with a local focus created through the merging of seven long established businesses in the fresh and prepared food categories. It supplies fresh fruit and vegetables, which it purchases from small farms and producers to a range of customers both large and small and includes supermarkets, cafes, restaurants, aged care facilities, governments, airlines, and schools. It was formed in 2018 through a merger of seven other food businesses and also traded as Yarra Valley Farms Australia. It has a national presence, with as many as 10 locations in each state and territory. Its dedication to an efficient, responsive, and traceable supply chain means farmers are accountable and customers receive a personal service and knowledge of where their produce has come from.