



By Gill McShane

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Kingston becomes Kingston Fresh



Kingston Fresh more accurately reflects the importer-distributor's evolving business as its programmes expand aggressively

US-based produce importer-distributor Kingston & Associates Marketing has changed its name to simply Kingston Fresh as part of a brand overhaul taking place this year.

The company said the name change is designed to more closely reflect its current programmes and services, according to a press release.

In addition, Kingston Fresh has updated its [website](#) with a fresh, new look.

"Our company continues its aggressive expansion plans both domestically and internationally," explained Kingston Fresh president, Ken Nabal.

"Everyone will still know us simply as Kingston but the Kingston Fresh moniker more accurately reflects the evolution of our business today and our programmes moving forward. With the expansion of many new fresh product lines and the vertical integration throughout the Company, it was time for an update."

David O Kingston said the firm's customers have known the group as Kingston & Associates Marketing or simply Kingston for close to 40 years.

"We are proud of our longevity and achievements which have long included our Planting to Plate (trademark) services," he said. "Simplifying to Kingston Fresh is a more symbolic message of what the company truly represents to our customers."

According to Kingston, the company's brand promise remains true, with a focus on "relentless commitment" to product quality, food safety and customer service.

"As we continue integration of our core food businesses, including our coldstorage and transportation companies, we remain focused on refining our supply chain. This is yet another important step to better serve our growers and customers," he added.

Kingston Fresh is one of the largest

distributors and marketers of produce in the US, with a range including fresh potatoes, onions, lettuce, broccoli, sweet pineapples, mangoes, melons and much more.