

The international marketing magazine for fresh produce buyers in Europe



By Maura  
Maxwell

Wednesday 2nd June 2021, 11:50 GMT

## New routes to market boost F&V sales

Home delivery companies and mono-product restaurants are finding new ways of getting more fruit and veg to consumers



**C**ovid has provided opportunities as well as challenges for fresh produce suppliers, with online retail and home delivery companies seeing a big uptick in sales during the past year.

In a session entitled New Routes to Market at last week's Fruitnet World of Fresh Ideas event, Tilman Eichstaedt of HelloFresh said he believed the pandemic would have a lasting influence on the way we live and work.

Flexible working and the rise in home eating have created more room in the market for home delivery companies. Eichstaedt explained how HelloFresh had had to significantly expand its supplier network in the last year to deal with the surge in Covid demand.

He said the company had turned to latent capacity in foodservice channel during lockdown to allow it to quickly and successfully scale up its supply chain to meet extra demand.

The focus going forward would be on making the supply chain as lean as possible from farm to fork, Eichstaedt noted.

"We try to be as regional and local as possible in our procurement – the fresher the produce is and the faster we can get it to our customers the better it tastes," he said.

"We're always looking for innovative solutions to make our supply chain as efficient as possible. Our aim is to find partners to grow produce to our specifications and deliver it when we need it."

Eichstaedt said that the drive towards greater sustainability also offered a lot of great opportunities to suppliers to differentiate their offer.

"We need to be able to convince the customer that this is a superior product, whether it's through taste, or because it requires less water to grow, or for any other reason," he said.

The session also heard from Dutch duo Ron Simpson and Julien Zaal, who are set to open several new branches of their avocado-themed restaurant, The Avocado Show in the coming months.

The mono-product restaurant continues its European expansion in spite of Covid-19 challenges, having recently opened its latest branch in Madrid.

"It's been quite an adventure to open up in these challenging times in different cultures and countries, and we have been through a lot together in the past 10 months to get to where we are today: finally open," said Zaal.

Enjoyed this free article from Eurofruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Eurofruit Magazine](#).

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM

---

<http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts>

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including print-outs, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

**FRUITNET.COM**