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By Mike Knowles

Tuesday 28th April 2020, 17:51 GMT

Fruitbox: What to do when your market disappears



Tony Reynolds reveals how the UK's largest fresh produce supplier to foodservice is coping with the coronavirus crisis

When the government lockdown in response to the coronavirus pandemic forced the closure of UK restaurants, most of Reynolds' fresh produce supply business vanished overnight. But as managing director Tony Reynolds explains, the company has adapted, survived and even improved by taking swift and decisive action, expanding its home delivery service network to meet new consumer demand in a new part of the market.

Hosted by Chris White in London, Fruitbox was launched in March 2020. Already, a few thousand listeners from across the global fruit and vegetable business are tuning in twice a week to hear its exclusive interviews and expert analysis.

Produced by Fruitnet Media International, the show is essential listening for everyone in the fresh produce industry.

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