

Company

About us

Fruit Logistics LLC is a logistics center for agricultural products. The company's field of activity is the development of refrigeration and wholesale distribution of fruits and vegetables.

The company supplies trade networks with natural agricultural products. Packaged fruits and vegetables are presented on the market under the Veggie brand.

In supplying the market, preference is given to Georgian products. Fruit Logistics actively cooperates with Georgian farmers - in parallel with promoting the sale of products, helping them to develop their local economy and establish themselves in the domestic market.

The company operates a raw fruit and vegetable processing enterprise, which works on the production of an assortment of Georgian canned food, fruit porridges and jams.

Fruit Logistics, which has joined the Georgian market since 2019, is a beneficiary of the United States Agency for International Development (USAID) Agriculture Program. This program, through co-investment, contributes to the growth of production capacity.

Marketing

The company's position in the market, its competitive advantage, selection of the market segment we will serve and communicate with customers, are the main stages of our marketing activities.

It is the right maneuvering between competitors and the effective customer service we choose to determine the successful operation of the company.

By listening to the customer or researching the market, we establish the exact messages that are tailored to them, which we send to the addressees by the most accessible means for the given circumstances.

All the necessary information about the company's activities is spread on the website and through social networks. We actively cooperate with the media and participate in various types of events and promotions.

Warehouse

Fruit Logistics agricultural warehouse covers an area of 2500 sq.m., where with mainly space, there are four refrigerated rooms.

After receiving the products from the facility, sorting and packing them, the fruits and vegetables are transported to the trade networks.

In the warehouse space, there is a fruit and vegetable processing enterprise on the 500 sq.m. area, which works on the production of an assortment of canned fruits, porridges and jams.

The warehouse employs a total of 50 people.

Activities

Distribution

Fruit Logistics supplies agricultural products to trade networks throughout Georgia. Wholesale and branded fruits and vegetables are sold in Carrefour, Nikora, AgroHub, Jibe and 2 Nabiji's network markets.

The company includes 160 facilities, which get new products daily.

Packing

Sales of agricultural products in packaged form is one of the priority directions for trade networks. In developed countries, the supply of fruits and vegetables in this form is considered to be the most civilized form for consumers. Therefore, the demand for it is growing.

The advantages of packaged products are high quality selected fruits and vegetables, longer shelf life and well-preserved useful properties.

Fruit Logistics presents packaged products on the market under the Veggie brand. Veggie offers customers several types of packaging:

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