

CAPABILITY STATEMENT

Since 1991, Fruitlink has provided wholesale high-quality fruit and vegetables to independent retail supermarkets and retailers throughout Brisbane.

With decades of experience in the fresh produce industry, we understand the challenges you face in today's competitive retail environment.

Our mission is to be more than just a supplier - we aim to be your strategic partner, working alongside your team to drive increased customer foot traffic, sales growth, and enhanced store profitability.



Product Range & Quality

- **Fresh Produce:** We offer fresh, seasonal fruit and vegetables, sourced from trusted growers. Our commitment to quality ensures your store receives the freshest quality produce delivered in full and on time.
- **Food & Beverage:** We supply a comprehensive range of food products including salads, nuts, deli and everyday essentials such as eggs and juice. Simplify your purchasing and keep your shelves stocked with quality products.
- **Specialty Items:** Our range includes a variety of dietary preferences, with gluten-free, dairy-free, vegan-friendly and organic products, offering a unique point of difference, and catering to a growing need for health-conscious options.
- **Tailored Solutions:** We understand the diverse needs of your customer base, and our offerings are carefully selected to align with those needs. We work with you to ensure your shelves are stocked with the products that matter most to your customers, driving repeat visits and sales.



Supporting Your Growth

- **Retail Partnership:** At Fruitlink, we believe in partnering with you to grow your business. This goes beyond just supplying products, we work closely with your team, sharing insights on seasonal trends, product placement, and customer buying habits.
- **Customer-Centric Approach:** Our team takes the time to understand your business, and work closely with your staff on the best way to present, promote, and sell our products - leading to increased customers and sales.
- **Distribution & Logistics:** We partner with reputable freight companies who share our passion and values. This, coupled with our state-of-the-art warehouse, ensures your store receives the freshest quality produce delivered in full and on time.

Sustainability and Innovation

- **Eco-Friendly Operations:** Our state-of-the-art facility in Brisbane exemplifies our commitment to sustainability. Built above flood lines and featuring eco-friendly systems, such as rainwater collection and energy-efficient technologies, we ensure that our operations have minimal impact on the environment.