



## WHY WIFFENS WHOLESALE?

### Quality

We are dedicated to sourcing the best produce delivered daily

### Value & Pricing

We believe our current pricing structure is competitive. Quality and freshness plus competitive pricing means a better product for customers.

### Range

*We have Canberra's largest range of produce and if we don't have it we will get it for you*

### Service and Experience

If you are not happy with a product we will replace it for you with our 7 day service



## **WIFFENS WHOLESALE**

### **ABOUT US**

For over 30 years Wiffens has been providing premium fruit and vegetables to some of Canberra's best restaurants and cafes. We have a large retail presence through our store at the Fyshwick Markets ensuring high turnover of fresh produce to all our customers. In addition we have an online retail store providing pick up and delivery to our retail customers.

## **OUR COMMITMENTS**

### **QUALITY**

We are committed to sourcing the best fruit and vegetables available at the best price. Jack and David the owners of Wiffens travel to the Sydney Markets every week to personally select and taste the best fruit and vegetables. Produce is delivered daily from the Markets by refrigerated transport and also directly from farmers, when quality and availability meets the Wiffens standard. We guarantee that if you are not happy with a product we will happily replace it for you.

### **RANGE**

We have the largest range of produce in Canberra including heirloom varieties, exotic fruit and vegetables and Asian produce. We have the retail customer base to ensure that our produce has a high turnover so that even exotic or unusual produce is always fresh. If we don't have something that you want we will get it for you.

### **VALUE**

Value for us means the best produce we can get at the best price and we will always discuss with you why prices might have changed.

### **SERVICE & EXPERIENCE**

Wiffens is owned and run by Jack, Barbara and David Irvine. and Ruth Roxburgh. The Irvine's are 3rd generation greengrocers. We are passionate about produce and send our customers a monthly report including what's in season. We have the knowledge and interest to discuss different varieties and their availability and help you plan your menu to reflect what's seasonal and great value. We operate wholesale 7 days a week with 6 day a week delivery.



## **OUR GROWERS**

We are always looking for new local farmers to supply us directly with produce. We have local farmers who supply us with produce including oranges, pumpkins, mushrooms, jerusalem artichokes, oranges, corn and capsicum and are committed to increasing our links with local suppliers.

## **THE ENVIRONMENT**

We prioritise sustainability and are always looking to minimise our environmental impact. Our facilities have solar panels to reduce our electrical consumption. We reduce our environmental impact by ensuring produce is kept in the best condition, minimising waste. In addition we recycling or reusing all cardboard and styrofoam and keep green waste for collection by local farmers and gardeners. We pack all our wholesale orders in recycled boxes and limit our plastic usage for our wholesale orders to essential items only.

## **HEALTH AND SAFETY**

As your wholesale supplier your customers can have the confidence that all your produce is sourced and stored following the strictest standards. Wiffens operating programs and management activities are designed to eliminate or at least minimize any impediments to providing a superior standard of fresh fruit and vegetables. It is Wiffens policy to ensure that safe handling procedures are followed by staff at all levels of our operation.

## **FACILITIES**

The store is specifically designed to ensure that all products reach our customers in the best possible condition. The store design includes cool rooms regulated at different temperatures to suit different produce. Customers frequently comment on how well our fruit and vegetables last compared to produce from supermarkets and other alternatives; this equates to quality produce and value for your money.

For information regarding wholesale:

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