



5555 e. olympic blvd. • los angeles, ca 90022 • 323.201.5800 • fax: 323.201.5780
www.mclfresh.com

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CONTACT:

Rick McGregor
MCL Fresh, Inc.
Cell: 626.429.1546
rickm@mclfresh.com

FRESH NEW LOCATION, FRESH NEW IDEAS, FRESH NEW NAME

Los Angeles, CA — After 15 years of selling specialty, organic and conventional produce under the MCL Distributing, Inc. name, the Los Angeles-based grower, packer and logistics specialist has changed its name to MCL Fresh, Inc.

“MCL Distributing gave a limiting impression of what we do here,” said David Lake, C.E.O and co-founder of MCL Fresh, Inc. “We have never been just distributors; we have been involved in providing so much more for our customers, so it was time our name reflected that.”

“Why MCL Fresh? We thought it reflected the “fresh” way we approach our business and our future. We have “fresh” growing operations, a “fresh” new corporate facility, we have a “fresh” new citrus division, RealSun™ Citrus, and we have re-invented the way organics will be sold in the marketplace... a “fresh” idea which will launch in the fourth quarter of 2008,” said David Lake.

MCL Fresh continues to add acres of land to its growing operations throughout Mainland Mexico, Baja Mexico, Guatemala, San Diego and Santa Maria, California. These growing areas produce a variety of commodities, including Sugar Snap Peas, Snow Peas, Chiles, Peppers, Green Beans, Squash, French Beans, Baby Squash, Asian vegetables, Organics and Herbs. Even some additional specialty items are being experimentally grown for future consideration.

Located just minutes from the Los Angeles Wholesale Produce Market on 5555 East Olympic Blvd., MCL Fresh's corporate headquarters opened in November 2007. This is their sixth new building since their founding. Adjacent to both North/South and East/West freeways, MCL Fresh is the ideal logistics and consolidation hub in Los Angeles.

“We don't know how we ever lived without this facility,” said Robert Lake, MCL Fresh Chief Operating Officer. “Our last facility was state-of-the-art, but this one is light years ahead of its time in terms of capability, capacity, efficiency and location. This building solves two major problems customers have doing business in Los Angeles: Food Safety Assurance and Traffic Congestion. With two acres of off-street parking, 25 loading bays, and with 24/7 operating hours, we get trucks in and out quickly.”

Sitting on over eight acres, the building touts over 145,000 square feet of 100% climate-controlled staging and storage in multiple temperature zones, including an isolated -20F freezer section. From the instant MCL Fresh receives delivery from around the world, to the moment it is shipped out, at no time does the it ever leave the cold chain.

MCL Fresh also continues to lead the industry with its unequalled food safety program. “We have spared no expense in creating what we feel will become the benchmark for other produce suppliers to aspire to,” said MCL Fresh's Food

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Safety specialist, Clint Miguel. "Our HAACP-based food safety program starts with very strict guidelines that are followed throughout the product life cycle from growing, harvesting, receiving, storage, handling, packing, order staging, and shipping. From our state-of-the-art trace-back systems to on-site field inspections, our newly constructed value-added packing facility, and our expertly trained staff, we feel we do everything we can to ensure our products are safe for the consumer."

2008 has also brought a "fresh" new division to MCL Fresh: RealSun™ Citrus, headed by industry veteran Bill Rellos. With state-of-the-art bagging equipment and established grower relationships throughout the United States, Australia, New Zealand, Mexico, South Africa and Chile, MCL Fresh has a variety of citrus programs to fulfill any need. MCL Fresh has the capability to custom pack conventional citrus, specialty citrus and even organic citrus. Several varieties of Grapefruit, Oranges, Tangelos, Limes, Lemons, Blood Oranges, Cara Cara Oranges, Seville Oranges, and more are available bagged or boxed. MCL Fresh also offers complete lines of premium-grade product packed in strikingly designed decorative boxes.

MCL Fresh has also added "fresh" new packing equipment to its already expansive Value-added Packing Department. "This new equipment has expanded our capabilities, created redundancies, and increased efficiency," said Robert Lake. Mesh and Poly Bagging, Over-wrapping, Microwavable-In-Bag technologies, Micro-perfed films for extended shelf life, clamshells, private label and custom pack sizes are just some of the capabilities MCL Fresh offers.

The company's "fresh" approach is also being applied to its Organics Division. MCL Fresh is not new to the organics market, having started a dedicated organics division since first opening its doors. The division is comprised of organic industry veteran Luke Patruno Jr., and more recently organic veteran Paul Rabadan. The facility is fully QAI audited to handle organic produce, with a significant portion of its massive storage area isolated and dedicated just for organics.

"In the fourth quarter of 2008, we will be rolling out an exciting addition to our Organics Division. We think that it will have a huge impact on how the public perceives organic produce as well as what buyers will have available to them," said David Lake.

MCL Fresh has grown from its founding in 1993 to become one of Los Angeles' leading growers and suppliers of fine specialty, organic and conventional produce to the retail and food service industries. MCL Fresh's lines include Asian, Latin, Chillies, Fruit, Herbs, Organics, Mushrooms, Onions, Potatoes, Squash, Vegetables and Specialty products. It also houses an extensive HAACP and QAI based Value-added Packing Department as well as a state of the art Logistics Department.

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For further information and artwork contact:

Rick McGregor

MCL Fresh, Inc.

5555 E. Olympic Boulevard • Los Angeles, CA 90022

626.429.1546

rickm@mclproduce.com

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