



South Mill Champs strengthens its presence in the market with the acquisition of World Fresh Produce

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Founded by Michel Matouk in 2018, World Fresh Product's management team has decades of collective experience in the produce industry with a commitment to quality. The company's focus on direct supply relationships with overseas producers creates value chains where customers get efficient and consistent supply, while producers access key markets in North America.

World Fresh Produce's commitment to quality, innovation and customer satisfaction aligns perfectly with our goals and values at South Mill Champs," said Michael Richmond , Vice President of Sales at South Mill Champs.

" Our goal has always been to offer premium specialized products and services to our customers," added Mr. Matouk. "With World Fresh Produce, now part of the South Mill Champs family, we are even better positioned to meet the diverse needs of customers in North America." Mr. Matouk will lead SMC's product sourcing operations as Vice President of Global Product Sourcing going forward.

The addition of World Fresh Products to the South Mill Champs group of companies enhances World Fresh Produce's reach through South Mill Champs' existing distribution and replacement network of cold chain facilities, strategically located across North America. South Mill Champs utilizes its North American farms, advanced cold chain logistics capabilities and distribution network to facilitate fast and efficient daily deliveries to all major markets in the United States and Canada.