



Fresh Care Convenience BV, Dronten, The Netherlands

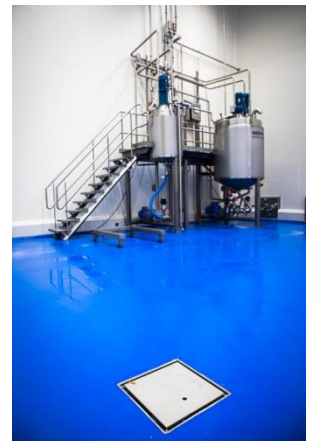
The new Fresh Care Convenience facility in the town of Dronten is the last link in the chain of the StaaY Food Group. In Dronten, potatoes, fruit and vegetables are cut and processed into a wide range of fresh produce that makes its way to the supermarket chains in Europe each day. Fresh Care Convenience is characterized by high efficiency at low cost.

Always innovative

The fresh convenience market share is growing rapidly; the supermarkets carry ever more fresh salads and pizzas. With their customers, Fresh Card Convenience actively looks for new products for the consumer. A private chef experiments continuously with fresh ready-made meals, such as salads and pizzas. Each week, an expert panel joins the chef, to discuss the quality, the shelf life options and, of course, the taste of what they are being served that day. Out of 28 experiments, only one will pass; only the best will do! This will then be sampled at the supermarket and if the verdict is positive, it will be taken in production.

Local-to-local, the future?

At StaaY Food Group, quality and durability go hand-in-hand. Sustainability is embedded in the entire StaaY Food Group chain. The new plant at FreshCare in Dronten is as sustainable as possible. The use of water and electricity is reduced as far as possible as well as for waste, the plant will work CO2-neutral. But also in terms of logistics, there is still much ground to be gained. Fresh Care aims to produce and process locally as much as possible, which is why, it tries to bring the cultivation process closer, where possible.



Reference card

Project name	Fresh Care Convenience BV, Dronten
Investor	Staay Food Group
Contractor	Heembouw Roelofarendsveen BV
Architect	Habeon Architecten BV
City of installation	Dronten
Country of installation	Netherlands
Commissioning date	1-6-2017
Segment	Food&Beverage Industry
Subsegment	Food&Beverage Industry - Others

Project information

Project description

The new Fresh Care Convenience facility consists of 30.000 m² production and warehousing area. It is build according to the latest standards and insights regarding sustainability, food safety and product quality. Latest techniques regarding CO² cooling and vaporizers for climate control are used such that this is done in the most sustainable way. Of course also the facility flooring with its drainage systems are state of the art, ensuring a safe work environment, food safety and optimal clean ability.

Products installed

Product name
ACO customized box channels
125/155 X 21.420 mm

ACO slot cover
ACO customized Gully
250 x 250 mm
(84pieces)

ACO slotcover
250 X 250 mm
ACO customized Gully
400 x 400 mm
(27 pieces)

ACO slotcover
400 X 400 mm

Stainless steel 304