

GEO-TAGGED



PRE-COOLED



## Fresh Strawberries

Since its inception in 1959, Mapro Foods Pvt. Ltd. has aimed at adopting innovative techniques to constantly bring newer products to their consumers. This spirit has led us to launch a cold chain, headquartered at Shendurjane in Satara district of Maharashtra with state-of-the-art infrastructure for processing and storage of freshly harvested fruits.

Fresh strawberries are collected from major fruit growing areas like Mahabaleshwar, Wai and Jawali and pre-cooled to lock the freshness. The varieties include Cama Rosa, Sweet Charlie, Winter Dawn, Albion and Raniya. These freshly harvested fruits are sorted, graded, geo-tagged and stored in the company's Value Addition Centre. They are then packaged and transported by temperature controlled vans to retail outlets in major cities of Gujarat and Maharashtra.



**1** Strawberries are harvested from the farms



**2** Fresh fruits are sorted and graded



**3** Fruits are stored at 2°C



**4** Fruits are packed in conveniently-sized packaging



**5** Packaged fruits are transported by Refrigerated vans