

How Agrifresh and KRONEN Partner to Produce Fresh-Cut Products Every Day

By
KRONEN GmbH

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*Agrifresh, a Lebanese family company founded in 1928, specializes in processing fresh, ready-to-eat vegetables for restaurants, caterers, and supermarkets. Relying on advanced **KRONEN** machines, it achieves a daily production of 25,000 kilograms while maintaining high hygiene standards. The facility's automated processes ensure efficient preparation, cutting, washing, and drying of various produce. Managing Director Georges Doummar emphasizes the partnership with KRONEN for its reliability and quality, essential for meeting the demands of the market.*



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Agrifresh processes vegetables for restaurants, catering companies, and supermarkets – focusing on quality, hygiene, and sustainability

The Lebanese family company *Agrifresh*, which specializes in the production of fresh, ready-to-eat cut vegetables, relies on KRONEN machines in its state-of-the-art production facility. With a daily production output of 25,000 kilograms, processing operations 365 days a year, and a commitment to maximum hygiene standards, Agrifresh supplies fresh foods to numerous restaurants, caterers, supermarkets, and private households.

Efficient Processing and Optimal Hygiene Thanks to Modern Technology

The production processes at Agrifresh are automated throughout and focus on achieving efficiency, hygiene, and sustainability. When cutting, washing, and drying fruit and vegetables, the company relies on a combination of different KRONEN machines, including:

- *the GS 10-2 cutting machines* with various cutting disks
- *the HGW manual grid cutter*
- the *GEWA 2600 ECO* and *GEWA 3800V Plus* washing machines and the mobile *DS 1000 batch blower washing machine*
- drying with the *KS-100 PLUS lettuce and vegetable spin-dryer*

The solutions used in its facility enable the flexible, efficient processing of a huge variety of products, including iceberg, romaine, lollo, and oak leaf lettuce, arugula/rocket, cabbage, tomatoes, potatoes, and carrots. Since 2016, Agrifresh placed several orders to expand its KRONEN machine portfolio in order to process growing production volumes and meet high quality and hygiene standards with the modern machines.

High-Quality Processing for Demanding Markets

From preparing and cutting to washing and spin-drying the washed products: Every station in the production process uses

Agrifresh

cut vegetables

KRONEN GmbH

lettuce processing

Ready-To-Eat Salad

at least one KRONEN machine. The processing results are high-quality products with a shelf life of up to seven days. The KRONEN machines impressed the company with their easy operation, reliability, and consistently high processing quality – a central prerequisite for continuous operation all year round.

A Partnership on an Equal Footing

”The KRONEN machines allow us to benefit from efficient, hygienic, and resource-friendly production activities with maximum technical quality. We particularly appreciate the reliability of the technology and our partnership and communication with the KRONEN team – a cooperation that creates real added value,” explained Georges Doummar, Managing Director and Owner of Agrifresh.

About Agrifresh

Founded back in 1928, Agrifresh is now one of the leading companies in the Lebanese agricultural and food industry. With its own production facilities and farmland, state-of-the-art equipment, and its own cooling logistics network, the family company supplies dozens of customers, including internationally known fast-food chains, with fresh, ready-to-eat food on a daily basis – including ready-to-eat salads, cut vegetables, juices, and dried products such as apple rings.

About KRONEN GmbH

KRONEN is a family-managed globally operating producer and supplier of stand-alone machines, special-purpose machines, and high-tech processing facilities for the fresh-cut industry. The product portfolio of KRONEN and its partners covers fruit, vegetable and salad leaf processing: from preparing, cutting, washing, drying, dewatering, peeling, and sterilizing right through to packaging.

KRONEN additionally offers machines for the processing of meat and fish, special vegan products, baked goods, and pet food.

The company, which is based in Kehl am Rhein, Germany, and has a second production site in the nearby city of Achern, currently employs more than 130 members of staff, has

representatives in over 80 countries worldwide and supplies its products to more than 120 nations all over the globe.

With more than 45 years of experience in food technology, KRONEN prides itself on its quality awareness and constantly strives to achieve the best possible solutions in its day-to-day work. The machine manufacturer focuses on taking a sustainable, holistic approach toward the hygienic, reliable, and resource-friendly production of fresh foods.

KRONEN considers itself to be a think tank that provides innovative solutions to benefit its customers and meet all their needs. It guarantees top-quality advice and planning expertise in close cooperation with the industry and research establishments.

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