



VAN EERDEN

A FRESH APPROACH TO **FOODSERVICE**





FRESH IDEAS

GREAT PEOPLE DELIVERING A GREAT EXPERIENCE

My grandfather, Andrew Van Eerden, had a passion for quality produce and a customer-first focus. It was this passion that drove him to start 'Van Eerden Co.' in 1920 as a wholesale produce market in downtown Grand Rapids, MI. While Van Eerden Foodservice has evolved and innovated since its founding, we are still deeply rooted in his underlying vision established by my grandfather, father, and brothers.

As a 4th generation, family-owned and operated company, our goal is not to become the largest distributor, but be the market's preeminent distributor of choice. We are dedicated to our customers by providing a unique combination of old school customer service with relevant business solutions focused on your individual business needs.

Today, our commitment to our customers and employees is to provide *A Fresh Approach to Foodservice*. We aim to fulfill our mission of *Great People Delivering A Great Experience*, by consistently supplying our customers with Fresh Ideas, Fresh Products, and Fresh Solutions.

Dan Van Eerden, CEO
VEC (USA), Inc.

Charles Van Eerden, President
Van Eerden Foodservice

Doug Van Eerden, President
VE Fresh

A FRESH APPROACH TO **FOODSERVICE**

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HAND CRAFTED PARTNERSHIPS

WITH TRUST, ACCOUNTABILITY & TRANSPARENCY AS THE FOUNDATION

We believe foodservice goes way beyond delivering ingredients. Van Eerden is a partner you can trust to be accountable and transparent. We work alongside our customers to integrate new trends and improve old classics, develop solutions to attract new customers, and streamline your operation.

OUR PHILOSOPHY is that each customer is a market unto itself with a very unique set of challenges, needs and goals. There is no one-size fits all solution.

OUR PROMISE is to be a relevant, trusted partner. We will listen and understand your business and then collaboratively develop a plan to help you achieve your goals.

OUR APPROACH is to provide a consultative and tailored experience. We focus on your needs, so you can focus on your customers and your operation.

NATIONAL CAPABILITIES, LOCAL FLEXIBILITY

We have the product selection and purchasing power to compete nationally, but it's our flexibility that allows us to thrive locally.

THE EXPERIENCE

Customer-centric
Consultative business partners
Customized solutions





FRESH PRO



A FRESH APPROACH TO FOODSERVICE



PRODUCTS.

ROOTED IN QUALITY, GROWN IN MICHIGAN

For over a century the Van Eerden family has been delivering fresh, local, and sustainably produced products to some of the finest restaurants and institutions throughout Michigan, long before it became a popular trend.

INVESTED IN YOUR BRAND

Whether we are sourcing locally grown produce, a trusted national brand, or a fresh-cut steak to order, it is always done with the purpose of providing consistency and quality.

While the products and services we offer have evolved over the years, our purchasing philosophy has remained constant: To be the nationally branded distributor of choice. We provide our customers with time honored and tested products while offering the largest portfolio of locally sourced products and specialty programs to fill every customer need. Why? Because the only brand that matters is yours.

PURCHASING PHILOSOPHY, INDUSTRY AFFILIATES & SPECIALTY PROGRAMS:

National brands vs. private labels- we focus on tried and true national brands, not private labels

Fresh, local, and sustainable products are part of our heritage; they are not a trend

Unipro – proud member of the largest foodservice cooperative in the country

Pro*Act – founding member of the premier national network for fresh produce

Chef-driven, farm-fresh produce, including exotic and specialty items, by our subsidiary company, Frog Holler Produce

Premium, fresh-cut produce and custom chef-driven blends from our subsidiary company, Preferred Fresh Cuts

High quality custom steak program, family owned & operated in Michigan

Fresh, sustainable seafood

Dish machine program

Custom glassware



FRESH SOLUTIONS

**DELIVERING QUALITY
AND CONSISTENCY**



A FRESH APPROACH TO FOODSERVICE



SOLUTIONS THAT SOLVE PROBLEMS

INNOVATIONS AND PROGRAMS

Your needs are always evolving and it's our role to ensure that we provide the solutions to solve them. We're continuously investing time, capital, and human resources to make us an easier company to do business with today, and into the future. Even as we continue to invest in these resources, it's our face-to-face interactions that allow us to focus on what's most important: our customers.

BUSINESS SOLUTIONS THAT FIT YOUR NEEDS:

Menu & Business Analysis

Your Sales Rep will work collaboratively with you to analyze your menu. By identifying each item's profitability, popularity and operational complexity, your Sales Rep will build a strategy to increase your margins and enhance customer satisfaction.

Culinary & Test Kitchen Resources

Van Eerden's Corporate Chef, EJ Martin, is a valuable culinary resource and is able to help restaurants in a variety of capacities.

Recipe Engineering
Menu Development
Case Cuttings

State-of-the-Art Test Kitchen
Kitchen Efficiency Assessment
How-To-Demonstrations

Online Ordering & Inventory Management

Van Eerden's convenient web ordering platform allows you to place new orders, manage current orders, view your purchase history and latest invoice, pay online and manage your inventory with custom PAR lists.





EST. 1920

FAMILY OWNED AND OPERATED

Van Eerden Foodservice began in 1920 when Andrew Van Eerden formed “Van Eerden Company” to distribute fresh produce to grocers and restaurants in the Greater Grand Rapids area. His dedication to finding the freshest fruits and vegetables for his loyal customers led to daily train rides to the Chicago market. It is this commitment to freshness and customer service that has allowed Van Eerden to thrive for over 100 years.

ONE OF THE NATION’S TOP TIER BROADLINE FOODSERVICE DISTRIBUTORS

Now in its fourth generation of family ownership, Van Eerden Foodservice still remains focused on the business principles and values first established by Andrew Van Eerden in 1920. Committed to a philosophy of “Service First”, Van Eerden Foodservice looks at situations from the customer’s point of view, understanding that real solutions provide the customer with what they need to succeed in their business.



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