

IFM Distributor Profile: Reinhart FoodService



Company Overview

Reinhart is committed to support local growers and processors. With the assistance from local suppliers and growers it has simplified the connection to get local products available to surrounding areas. With the capability of either having products delivered or by Reinhart Foodservice pick up, weekly produce items are now available during seasonal growing times. In the off season there are many frozen items produced in Wisconsin such as frozen blueberries, frozen pureed pumpkin, summer squash – and many more items to arrive.

Contact Information

David Olson, Produce Merchandiser
608-793-9233, DGOLson@RFSDelivers.com
1500 St James St / La Crosse, WI 54602

Product Availability

See next page

What Buyers Need to Know

- Delivery Region: All across Wisconsin, Minnesota, Iowa
- Minimum purchasing requirement? No
- Do you have a Wisconsin local foods program*? Yes
- Are your products that are made and/or grown in Wisconsin identified as such on packaging? Yes
- Will you find local products for customers that you do not currently carry? Yes
- How do you define local? Produce grown in Wisconsin, Product with ingredients grown in Wisconsin, Processed in Wisconsin with Wisconsin ingredients, A Wisconsin owned company, etc.
- Do you have point-of-purchase materials about your local producers for customers to use? Yes

What Sellers Need to Know

- Minimum weekly quantities:
- Certifications required: GAP, HACCP for value added, Organic
- On-farm storage requirements: Cold storage required for certain crops
- Liability insurance requirements: \$5M, \$10M
- Packaging: Yes
- Produce grading standards: USDA Grade 1 or 2, both
- Advance notice: Give producers at least 3 days, daily contact when supplies are available
- Contracts: Case by case
- Billing process for growers: Net 45, Net 30
- Delivery Requirements: Growers drop off in La Crosse and on-farm pick-up

A sample of Reinhart's local products:

36688	CS	10/LBS	RENFRM	PEPPER BELL GRN STRIPS FZ
50374	CS	15/LBS	RENFRM	SQUASH ACORN HALVES SMALL
50510	CS	15/LBS	RENFRM	SQUASH ACORN HALVES MED
50528	CS	15/LBS	RENFRM	SQUASH ACORN HALVES LG
50570	CS	15/LBS	RENFRM	SQUASH ACORN GOLD HALVES
50584	CS	15/LBS	RENFRM	SQUASH ACORN GOLD HALVES
50598	CS	15/LBS	RENFRM	SQUASH ACORN GOLD HALVES
54364	CS	15/LBS	RENFRM	BASE SWEET BASIL HERB FZ
54420	CS	6/15 OZ	RENFRM	SAUCE PESTO SWT BASIL
54788	CS	6/15 OZ	RENFRM	SAUCE PESTO LEMON BASIL
54836	CS	6/15 OZ	RENFRM	SAUCE PESTO SPICY THAI FZ
55170	CS	6/15 OZ	RENFRM	SAUCE PESTO CILANTRO
55172	CS	6/15 OZ	RENFRM	SAUCE PESTO SDRTM FZ
55174	CS	6/15 OZ	RENFRM	SAUCE PESTO BASIL SWEET
55176	CS	6/15 OZ	RENFRM	SAUCE PESTO CILANTRO FZ
55184	CS	2/6 LB	RENFRM	SALT SEA ROSEMARY INFUSED
55278	CS	2/6 LB	RENFRM	SALT SEA THYME INFUSED
55280	CS	2/6 LB	RENFRM	SALT SEA SWEET BASIL
55430	CS	2/6 LB	RENFRM	SALT SEA GREEN GARLIC
58718	CS	2/5 LB	FSC	FRANK BF 5.5" 8-1 N/C
64576	CS	4/3 OZ	RENFRM	SALT SEA THYME INFUSED
64736	CS	4/3 OZ	RENFRM	SALT SEA ROSEMARY INFUSED
64936	CS	4/3 OZ	RENFRM	SALT SEA BASIL SWEET
65198	CS	4/3 OZ	RENFRM	SALT SEA GREEN GARLIC
76892	CS	10/LBS	PACKER	TOMATILLO HOMEGROWN
78792	CS	10/LBS	PACKER	BLUEBERRY FZ
85170	CS	18/LBS	FSC	BROCCOLI FRESH
85356	CS	25/LBS	FSC	GARLIC FRESH
85858	CS	40/LBS	FSC	ONION YELLOW FRESH
85866	CS	35/LBS	FSC	SQUASH DELICATA FRESH
85980	CS	35/LBS	FSC	SQUASH KABOCHA FRESH
86110	CS	25/LBS	FSC	BRUSSEL SPROUT FRESH
86300	CS	5/LBS	FSC	SPINACH FRESH
88978	CS	44/LBS	PACKER	APPLE GALA HOMEGROWN
89150	CS	25/LBS	FSC	BEET RED FRESH
A1696	CS	40/LBS	FSC	ONION RED FRESH
A1804	CS	25/LBS	FSC	POTATO A RED US#1 CRTN
A1836	CS	25/LBS	FSC	POTATO B RED US #1 CRTN
A1840	CS	25/LBS	FSC	POTATO A YUKON US #1 CRTN
A1850	CS	25/LBS	FSC	POTATO B YUKON US#1 CRTN
A2020	CS	25/LBS	FSC	CARROT BULK CARTON FRESH