



FOR IMMEDIATE RELEASE  
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### **Hardie's Fruit & Vegetable Celebrates 65 Year Anniversary**

**Dallas, TX** (February 4, 2008) – Hardie's Fruit & Vegetable Co., LP, one of Texas' leading produce providers, announces today that 2008 marks the company's 65<sup>th</sup> year supplying foodservice and retail establishments from the Red River to the Rio Grande with the highest quality fruits and vegetables. In conjunction with this announcement, Hardie's also introduces their new website designed to simplify the online ordering process, provide additional resources for customers and to showcase the breadth of the company's products and services.

"The team at Hardie's Fruit & Vegetable is so very proud of our 65 year history in the fresh produce industry. I attribute our success over the years to the team's commitment to excellence in all facets of our business from food safety to on-time deliveries," said the company's Chairman, David Hardie. "We've come a long way since 1943, but remain committed to continually exceeding our customer's expectations, each time an order is placed. This aspect of our business always has been and will remain a constant."

Hardie's Fruit & Vegetable's product line includes more than 1,300 items from around the world ranging from fresh, organic produce to dairy and dessert items. On average, the company makes approximately 5,000 deliveries per week via their proven trucking delivery system. With a fleet of 78 trucks, Hardie's services a 600-mile wide swath of territory, covering the state of Texas. Headquartered in Dallas, Hardie's Fruit & Vegetable also has facilities in Austin, San Antonio and McAllen, enabling the company to provide the freshest products on a daily basis to foodservice and retail establishments across Texas.

#### **About Hardie's Fruit & Vegetable Co., LP**

Hardie's Fruit & Vegetable Co., LP was established in 1943 to provide foodservice and retail accounts in Texas and Louisiana with fresh fruits and vegetables. Today the company's product line includes more than 1,300 items featuring exotic fruits and vegetables, local farm fresh produce, imported cheeses, dairy and gourmet dessert items, all of which are available in organics. Headquartered in Dallas, the company also has facilities in Austin, San Antonio and McAllen, Texas.

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