

our roots



The history of this company begins in 1972, year in which Fernando Primo Güizzo began to operate his first plantation of cherry trees in the surroundings of the city of Mendoza.



In 1975, anticipating that the volumes of harvest year by year were going to go increasing, he decides to extend towards the activities of packing and marketing of his cherries, giving the beginning of Güizzo Frutas Frescas company. From 1980 the company begins to expand its productive base through the acquisition of new lands for the plantation of other stone fruit trees. During the second half of this decade, Güizzo Frutas Frescas begins to take its first steps in the export of fresh fruits and consolidates its position in the main centers of consumption of the domestic market. Between 1990 and 2000, the company faces the transition towards a more globalized and competitive economy through the implementation of new growing techniques, the extension and modernization of its facilities, and the introduction of its fruits into the European and Southeast Asia markets. At the moment, and thanks to constant investments in technological innovation, training courses to its collaborators and a constant concern for the quality of its products, Güizzo Frutas Frescas is able to satisfy to the most demanding international markets.



Keeping faithful to its roots, today Güizzo Frutas Frescas is a leader company in the region, thanks to the prestige acquired by the quality and presentation of its products, and also by its firm vocation to improve themselves and to innovate more and more.

Lying along The Andes Mountains range, in the mid western part of Argentina and with a temperate continental weather throughout the year, we find the Province of Mendoza being one of the most important fresh fruit growing regions in the Southern Hemisphere.



This area is irrigated by copious rivers that carry pure waters from the melting snows of the mountains. These waters are diverged from the various rivers into smaller channels to the fruit orchards by a well planned irrigation system.

Our orchards and packhouse facilities are located 10 kms away from downtown Mendoza. The proximity to main highways, airports and maritime ports allows our products a fast and easy access to all major fresh fruit markets around the world.

We are placed in an area where the sun shines almost every day of the year, with little amount of rainfall in summer time and with a wide temperature variation between night and day. These special weather conditions together with fresh mountainous waters give our fruits distinctive features of coloring, skin texture and flavor, ideal to meet with the highest quality requirements.

priveleged location



constant supply



From November until March of every year, Güizzo Frutas Frescas supplies regularly different varieties of sweet cherries, plums, and table grapes, that are sold in different fresh fruit markets.

The European Union, Mercosur, Middle East and Far East markets are the main destinations to our fruit production. Also, we efficiently cover the main Argentinian fresh fruit consuming markets.

Not only each one of our fruits must arrive at destiny in optimal quality conditions, but that in addition must go accompanied by a package that it protects to the same one on its later distribution. For it, we have developed to one complete variety of packages and packaging that adapt to the profile of sales of each one of our current customers: retailers, wholesalers, supermarket chains and catering companies. All this without neglecting the increasing world-wide exigencies that there are as far as the use of recyclable materials.

Whatever means of transportation are used for shipping the fruit, it is for certain that the one chosen has been the most convenient for our fruits to get to the markets. It is our purpose that all the fruit we ship to our customers will arrive in excellent conditions. For that reason our main concern is to carefully select and arrange in advance for a shipment programme that will cover the whole fruit season. A permanent follow-up will guarantee the arrival of the produce in outstanding conditions of firmness, color and flavor.

One of the main reasons that have determined the growth of Güizzo Frutas Frescas during the last years, has been the vertical integration of the next three key procedures: growing, packing and shipping of each of our fruit varieties.



This vertical integration allows us to control every step of this process in a rigorous way, assuring the arrival of every fruit shipment with a high quality produce. Today Güizzo Frutas Frescas manages more than 100 hectares in full production and assists to more than 30 fruit growers in the area. Also, it runs a modern packing house with own cold storage warehouses, and a direct and personalized selling system customized for every customer.

Güizzo Frutas Frescas is a GLOBALGAP and Tesco Nurture certified company, and so provides to their fellow growers with a technical assistance programme that covers the main steps of the growth process such as: fertilizing, irrigation systems, pruning, thinning, pest control management, harvest systems and post-harvest systems. Only by attaching to a strict supervision of every step, we are able to respond to the increasing health demands of actual markets. We are constantly researching and working with the purpose to deliver to consumers a produce that is according to its own nature and in accordance with the highest quality standards. Güizzo Frutas Frescas ensures the traceability of their fresh fruits from the farms to the final market destination.

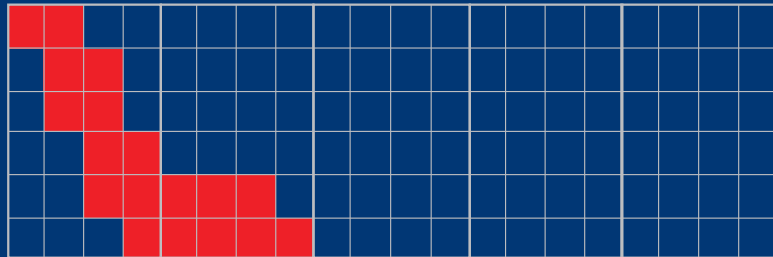
integrated quality



Variety November December January February March

cherries

- Royal Dawn
- Brooks
- Garnet
- Santina
- Bing
- Lapins



plums

- Santa Rosa
- Black Amber
- Friar
- Linda Rosa
- Larry Anne
- Angeleno

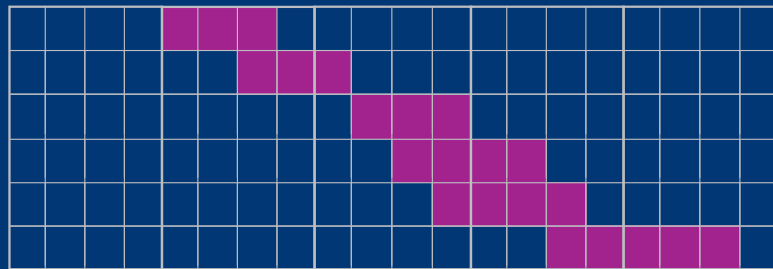


table grapes

- Moscatel Rosado
- Red Globe



Be Seduced by the
Finest Summer Fruits
 from Argentina

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