



# THE VALIMEX STORY

## A PARTNER IN YOUR KITCHEN

London 2012. A year we remember our capital city hosting the Olympics, but also a year The Thakrar family will remember for their own Olympian efforts acquiring Valimex — with one goal in mind. To take the existing company, which was established in 1980, and become one of London's leading foodservice companies.





With a wealth of over 40 years of fresh produce knowledge and experience, the Thakrar family were well-positioned to take on this challenge. They carried on with their core principles - those they stick closely with to this day - of delivering the best produce and the best service to London's Michelin star restaurants and 5\* hotels..



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Jump to 2024, and Raaj and Viraaj Thakrar continue to drive their business forward, working closely with Procurement Director Michael Thorpe, Operations Director, Jack Teixeira and Sales Director, Dan Whitmore. They are now expanding their delivery area to outside London and beyond. With decades of experience in importing produce and a



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strong network of growers both in the UK and globally, Valimex have continued to nurture relationships with the best UK growers, now collecting directly from the farm and delivering within 24 hours into the kitchen.

Valimex now enters a new chapter in their history. Focussing on their core values as a family business, they continue to increase their product range and customer service and strengthen their working relationships with customers and their network of growers and producers.

Commenting on their plans, the Thakrar family said; "Service is at the forefront of everything we do - we have built strong working relationships with our customers and suppliers based on hard work and trust. Valimex aims to supply the finest ingredients and the freshest produce to chefs with a wide and varied product list of fine ingredients including vegetables, fruits, dairy, and specialist dry store ingredients along with specialist frozen ingredients"

Based in Park Royal, London, with Monday to Saturday deliveries spanning a 100-mile radius of London, the company holds a BRC



Grade AA accreditation. Valimex assures their customers that the finer details of produce sourcing and distribution are standard practice. Their core business is the supply of fresh fruit and vegetables, so they understand the importance of seasonality, quality, and service. Their goal is field to Valimex in under 24 hours, ensuring the very freshest ingredients are delivered into kitchens.

Sourcing direct from over 50 UK growers and producers (as well as supply partners

in Europe and the rest of the world), Valimex buyers are continually finding new producers to add to their portfolio of grower relationships.

Dan Whitmore, Sales Director for Valimex comments "The Thakrar family have their fingers on the pulse of the company, in every aspect. We currently stand at just over 100 employees, from sales, purchasing, packing and delivery and we focus on doing a good job, working with more UK growers for international



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produce, we directly import produce from Europe, across the globe and are in Rungis and Milan market three times a week. Recently we hosted Adam Smith, Michelin starred chef of Woven at Coworth Park on a visit to Field 28. Bringing chefs to the source of their produce is beneficial for both grower and chef, and Valimex are thrilled to accommodate this". ■

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