



Freshness... Availability... Quality...



News Letter April 2016

Welcome Greetings

Warm welcome to our **April 2016 edition of Newsletter**, where we aim to continue keep you informed about us along with our added services. We are always in focus to connect and extend services that fulfill needs and expectations of our customers. Also in the edition, we highlight seasonal products for this month.

We hope you enjoy this edition and we are looking forward for a warm and fruitful business relationship with all of our clients. If you are in need of any assistance, please feel free to call or email us.

What's New?

- We rearranged organizational structure by building a team of personnel's dedicated to operation and quality assurance. The team will monitor technical and product wise quality, reliability and timely delivery by focusing on operations. .
- The team will address all queries from customer part and internal sources rectify issues and do necessary sustainable action to solve issues and will extend personalized attention towards each one of our esteemed clients..
- Please find Email operationteam@wfc-qatar.com for all queries, quality related comments , any action plan needed etc.

Products of the Month

- Potato from Egypt
- Potato from Oman
- ROCK MELON FROM Honduras
- Seedless Water Melon Yellow/Red from Thailand

Tips:

- Please provide us advance order or pre notice of minimum 5 days in case of rarely available products. (Eg: Edible Flowers)
- Plastic Crates means "product safety and quality assurance." Please return back unused plastic crates regularly to us for serve you better.

New Arrival
LETTUCE MULTICOLOR



POTATO FROM OMAN



SEEDLESS WATERMELON FROM THAILAND & BRAZIL



General Guidelines to increase shelf life of fresh fruits and vegetables

- **Do Not Store Fruits and Vegetables Together.** Fruits that give off high levels of ethylene (the ripening agent) can prematurely ripen and spoil surrounding vegetables. (Think of the "one bad apple" adage.)
- **For Vegetables:** Before storing, please remove ties and rubber bands and trim any leafy ends. Leave an inch to keep the vegetable from drying out. Make sure the bag you store the veggies in has some holes punctured to allow for good air flow.
- Pack vegetables loosely in the chiller room. The closer they are, the quicker they will rot. Leafy greens can be washed before storing by soaking them in a sink full of water, while soft herbs and mushrooms should not be washed until right before they are used.
- **For Fruits:** Non-cherry stone fruits, avocados, tomatoes, mangoes, melons, apples, and pears will continue to ripen if left sitting out on a countertop, while items like bell peppers, grapes, all citrus, and berries will only deteriorate and should be refrigerated. Bananas in particular ripen very quickly, and will also speed the ripening of any nearby fruits.



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