



THE ROYAL ADVANTAGE

PRIVATELY OWNED AND OPERATED

The company owners work in the business every day. Our competition consists of corporations focused on profits more than customer satisfaction. Our other competitors are small, local companies who are unable to offer strong buying power and strict food safety practices.

FOOD SAFETY & BRAND PROTECTION

Your brand is your biggest asset. Our HACCP compliance and yearly PrimusGSF audits make possible tracing products from the farm to the plate. Contact us for additional information.

GEORGIA GROWN GOLD MEMBER www.georgiagrown.org

As a Gold member of Georgia Grown (GA Dept. of Agri.), we retain our strong connection to Georgia farmers, locally-grown produce, and new and innovative local products.

GREENER FIELDS TOGETHER www.greenerfieldstogether.com

Greener Fields Together, sponsored by industry partner, Pro*Act USA, promotes sustainable agriculture leading to higher quality, safer produce, and sustains local community economies.

HIGH YIELDING PRODUCTS

There's more to a purchase than a price. Smart food operators track their costs per serving, not just by the cost of the product. Royal carries brands like Dole, Driscoll, Andy Boy, Nature's Ripe, and Taylor Farms. These products yield more than average growers' products.

CUSTOMER DRIVEN

We match your needs with our capabilities. Examples include a web-based ordering system, contract and fixed pricing, menu analysis, seasonal produce offerings, and more.

STATE-OF-THE-ART FACILITY

Customers can tour our facility to compare with our competition. You'll never see sprayed-on insulation at Royal. Our 48,000 sq. ft. cooler space was built with food safety in mind and each cooler's temperature is matched to specific products for their optimal storage environment.

MULTIPLE ORDERING OPTIONS

Place your orders on the web, by phone, fax, email, talk to our customer service team, or leave a voicemail if you prefer.

ON-HAND SPECIALTY PRODUCE

We carry one of the largest on-hand inventories of Specialty items in the Southeast. If it's grown, we can source it -- from wild mushrooms to heirloom tomatoes, we can get it quickly!

FULL LINE OF FLUID DAIRY PRODUCTS

There is no need to fill up your walk-in cooler with milk and cream once a week. Royal can meet all of your dairy needs at competitive prices.

CONSISTENCY

Our customers say the reason they stick with us is because we are consistent in our Pricing, Service, Quality, and Follow-up. We're not perfect, but if there's a problem, we act quickly!

PERFECT PUREE CASES AND SINGLES

Need exotic fruit flavors? Special vinaigrettes? There are no better Pureés than those from Perfect Purée of Napa Valley. We split cases, too!

LOW COST PROVIDER

We can sell at a better price because we have lower operating expenses.

CUSTOMER REFERENCE LIST

Customer testimonials are your proof that Royal can do the job. We will gladly provide you with a list of references.

WAREHOUSE MANAGEMENT SYSTEM (WMS)

We're the only Atlanta food distributor using a Warehouse Management System to increase food safety through better traceability, greatly reducing selection errors (voice communicated), and more efficiently using cooler space to get your orders on our trucks quickly.

BLUE TREE SYSTEMS

Through Blue Tree Systems technologies, we monitor truck storage temperature range, gas mileage, and truck location to get your orders at proper temperatures and in a timely manner.

NEW FRESH CUT PROCESSOR

Our partner, ReadyFresh, offers the only closed-flume cleaning system in Atlanta, a wide variety of cuts; clean, controlled facilities and equipment, and knowledgeable and skilled staff.