

Felipe Ayllon

Quinta Fresca



www.quintafresca.com.ar
de la huerta y el campo a su hogar

“ I saw an opportunity to pioneer home delivery for fresh produce. ”

COUNTRY	Argentina
INDUSTRY	Industrials
EMPLOYEES	100
YEAR SELECTED	2000
WEBSITE	www.quintafresca.com.ar

COMPANY SNAPSHOT

Quinta Fresca is the first Argentine firm to develop a large-scale home delivery service for fresh produce, and one of the first companies in Argentina to offer services such as home delivery, call centers for customer service, and differentiation through premium product offerings. Quinta Fresca enables clients to individually customize their own basket of products, order by phone, e-mail or fax — all with 24-hour customer service and flexible delivery times.

In 2010, Quinta Fresca grossed \$10 million.

ENDEAVOR AND QUINTA FRESCA

In addition to local mentorship, particularly on areas of expansion, Felipe received support from Columbia and Stanford eMBA students, workshops, and the local GEMA program. He was also introduced to a mentor who became an investor.