



City supplier and fresh produce centre for the north: Wholesale Market Hamburg fruit, vegetables and flowers

The green heart of Hamburg is Germany's largest fresh produce centre for fruit, vegetables and flowers. For more than 100 years – 60 of them in Hammerbrook – the wholesale market has been supplying Northern Germany, Scandinavia and Eastern Europe with fresh produce. The catchment area today comprises around ten million people. As a municipal company, Wholesale Market Hamburg not only feels obliged to guarantee a continuous supply of fresh goods, but product variety and best quality are also top priorities at all times. The wholesale market is a safe, regulated place for fresh produce and complies with all requirements, as a certified food business with comprehensive hygiene and quality management in accordance with DIN standards 9001 and 22000.

Without the fresh fruit and vegetables from the wholesale market, not only would our plates look rather dull, but many shelves in the supermarkets would also be empty. For while many of us are still asleep, the Wholesale Market Hamburg is bustling with activity. Seven days a week, around the clock, 330 small and medium-sized enterprises ensure that roughly 6,200 commercial customers receive the best quality fruit, vegetables and flowers, from a range of both regional and overseas producers from around the world, so that they are at the grocer's shop early in the morning and our favourite restaurant can offer the freshest meals.

Important economic factor for Hamburg

With an annual turnover of two billion euro, the Wholesale Market Hamburg is the most important trading centre for fruit and vegetables in Germany and among the top 10 in Europe. Its location directly at the port, the main railway station in its immediate vicinity and the direct connection to the motorway guarantee short distances and the utmost freshness when the goods are delivered to shops. Its importance is also reflected in the full utilisation of the trading and storage areas. Customers and traders with an electric vehicle benefit from the e-charging points installed in the market's parking area.

The wholesale market ranks 15th among Hamburg employers, with more than 3,000 employees. Showcasing both small and medium-sized businesses, the Wholesale Market Hamburg features on the list of semi-international employers in Hamburg, thus contributing to the economic growth and tax revenue of our city. Management of Wholesale Market Hamburg has been in

the hands of Managing Director Eliane Steinmeyer since 2015.

Family businesses, freshness, leisure – the diversity of the wholesale market

The wholesale market promises variety, quality, expertise – all in one place. Our producers and wholesalers are experts when it comes to fresh food. They are predominantly family businesses, some already in their 4th or 5th generation as wholesalers. They supply supermarkets, independent specialist retailers, the catering trade as well as hotels, canteens and hospitals. The Wholesale Market Hamburg also supplies the popular weekly market traders with fresh food and flowers. With their extensive, high-quality assortments, the market traders thus make an indispensable contribution to healthy nutrition in Hamburg. And yet Hamburg's wholesale market, as the 'green heart of Hamburg', doesn't just pump freshness into the city.

Even if end consumers can't shop themselves at the wholesale market in Hammerbrook, anyone who's interested has the opportunity to experience the trade live as part of a guided tour in the early hours of the morning. With the Mehr!Theater in the market hall, and the German Additives Museum (Zusatzstoffmuseum) with its outdoor area where concerts and events are held regularly, the Wholesale Market Hamburg is also an important cultural hub.

Buyers, traders and consumers can find information about products and players at the Wholesale Market Hamburg on our [website](#), our newsblog [FRISCHH & KNACKIG](#), as well as on [Facebook](#) and [Instagram](#).