



John Unrein/The Packer

Coosemans Worldwide plans to triple in size within five years by setting up a network of branches in every major U.S. city, according to (from left) Charlie Coiner, Danny Coosemans and Herman Van Den Broeck.

Expansion under way

Distributor building 25 distribution branches to lower costs of high-ticket items, enhance service.

By John Unrein
Eastern Editor

MIAMI — In an uncommon venture for a specialties distributor, Coosemans Worldwide is building a nationwide network of distribution branches in an effort to lower costs of high-ticket items and enhance service.

The nation's largest importer of Belgian endive and a distributor of more than 200 specialties and herbs, Coosemans plans to have 25 locations in five years.

"We want to be in every major city in the country," said Danny Coosemans, a principal with the import-export company that operates in the United States and Belgium. "A lot of customers like to have suppliers in their cities. With our locations working together, the buying power for the customers' needs is magnificent."

The company has eight U.S. branches and will open four more

— in Atlanta, Houston, New Orleans and San Antonio, Texas, — within six months. A new Boston office was starting to move product in February.

Other current offices are in Dallas, Denver, Los Angeles, Miami, New York, Philadelphia and Washington, D.C. Generally, these are located at produce terminal markets.

The Miami office coordinates the new company newsletter featuring up-to-date availability information.

Each branch manager is a partner in the company. Danny Coosemans and Herman Van Den Broeck are the two principals.

Coosemans Worldwide is setting up branches in "regional clusters" to coordinate customer and trucking needs more effectively, Coosemans said.

He likened the master plan to "forming a circle," in which branches work together to pull product in

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