



Chris Mittelstaedt, Founder and CEO of The FruitGuys

The FruitGuys, named both an Inc.500 Company and a Top Small Company Workplace by *Inc.* Magazine, is the leader in providing farm-fresh produce to the American workplace and homes nationwide.

Founded in 1998, the idea surfaced as a response to complainants of weight gain and sluggishness by Mittelstaedt's contacts at dot-com companies who were overloading on soft drinks and snacks because of long hours spent at the office. Mittelstaedt believed he could boost wellness efforts by delivering farm-fresh produce to employers. Today, The FruitGuys is considered a pioneer in its field, having spawned numerous competitors and spearheaded a general trend toward health awareness. More than a decade later, Mittelstadet has morphed The FruitGuys into a multi-million dollar enterprise employing approximately 35 staff. All of which participate in the company-wide softball games.