



## Heading towards 100 years in business

**A**fter emigrating from Greece at the turn of the century, brothers James and Photis Katsiroubas settled in Boston. In 1914, James and Photis founded Katsiroubas Bros. a business selling bananas to local restaurants in Boston. After a few years they were able to open, Jim's Foodland a small grocery store on Blue Hill Avenue in Roxbury. Jim's Foodland was a family run store, which employed Jim's family members including his eldest son, Theodore. After returning from World War II in 1945, Theodore took on a managerial role in the family business.

While working at Jim's Foodland, Theodore encountered many independent restaurateurs who had a growing need for fresh produce. Theodore recognized this and began a fruit and vegetable service while working out of his father's grocery store. He slowly accumulated customers providing them with their produce needs without having to go to the grocery store. By 1955, Theodore bought a truck to handle the increase in orders and hired his first employees. He began to acquire his produce at the Chelsea Market daily in order to provide the restaurants with the freshest quality product.

As Theodore's business began to grow, so did his family. Theodore had three sons, James, Nick, and Paul whom by 1977 all joined their father in his business. While only owning 2 trucks, the brothers and Theodore were able to fill the customer's orders and deliver fresh produce daily.



*Ted Katsiroubas Sr. flanked by his sons Jimmy, Nicky and Paul in the late 1980s.*

By 1982, Katsiroubas Bros. had 24 customers and began renting a warehouse in Boston to provide quality service to their customers. It was at this time that Theodore incorporated his business into Theodore J. Katsiroubas and Sons Co., Inc.

Within the next five years, the company was thriving with 6 trucks and over 100 customers. In 1986, Katsiroubas Bros. bought a warehouse in Newmarket Square. After the death of Theodore in 1996, James, Nick and Paul took over the business as the principle owners. With the customer base doubling, the Katsiroubas Bros. operation grew to be a full-service produce wholesaler. By the end of the century, distribution spread from northern Maine to Rhode Island.

The brothers continued to increase their clientele when they acquired Fresh Start Fruit and Produce Company in 2002. This acquisition led to rapid growth within the company to the point that the existing location could no longer facilitate all of their business needs.

In April of 2004, Katsiroubas Bros. completed a \$3.5 million renovation on the Newmarket Square location. The building was expanded from 12,000 square feet to 30,000 square feet to accommodate the growing business. This allowed Katsiroubas Bros. to give their present customers, along with potential new clients, the highest quality and service in their new state of the art facility.

In May of 2006, Katsiroubas Bros. acquired the Boston Cheese Company. Through this venture, Katsiroubas Bros. diversified their product lines and brought the convenience of "one stop shopping" to meet the needs of their customers. The success of this diversification and addition of over 1,300 products meant that Katsiroubas Bros. was no longer a purveyor of everything from apples to zucchini but instead everything from anchovies to yogurt!

Today, Katsiroubas Bros. is led by Nick Katsiroubas and his children Ted and Torry. Heading towards 100 years of business, Katsiroubas Bros. is focused on continuing the service and quality that built this family business.