

*“Perth County is an amazing place to start a business. If you have a good product and deliver with great service, the community support is overwhelming. There’s ample opportunity to start something totally new here– it’s an entrepreneur’s dream.”*



**JEANNINE**  
Owner, Fresh Xpress

## Support for fresh ideas

Born in Switzerland, Jeannine has always been exposed to many brilliant European innovations.

Her grandmother couldn't drive and bought her groceries from a grocery store that came to her. "It was very convenient for her," recalled Jeannine. "And the food was very fresh."

Jeannine moved to Guelph to attend its university. Upon graduating with a four-year degree in business and hospitality/food administration, Jeannine found herself, like many recent grads, feeling a bit lost in life.

"I always knew that I wanted to do something with food, but I had no idea what. I ended up taking an office job, but I soon realized that it wasn't for me. I needed to do something else, so I did."

Jeannine thought back to her grandmother's mobile grocery store in Switzerland. And with that, Fresh Xpress, her very own grocery store on wheels, was born.

"It's perfect for Perth County because there's no shortage of suppliers for my food. The roads are nice and quiet for my deliveries. I appreciate all of the infrastructure and road work. And it's so scenic. The response from customers has been amazing – the people here are extremely supportive and fiercely loyal. I'm living out my dream and I love it here." ■

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