

2015 SCORE Miami Business & Leadership Awards

Innovation of the Year Award

The Innovation Award honors next generation leaders who are leveraging the power of business to solve social and environmental problems.



Steve Gerson, RD FRESH

Steve Gerson, Coach of the 1997 Gold Medal British Virgin Islands Culinary Team and author of "Contemporary Caribbean Cuisine" has been Chef of his own award winning restaurant, Food & Beverage Director at a number of exclusive Caribbean Resorts, and Consultant to properties throughout the Caribbean. While conservation of energy, food safety and food freshness is important worldwide, it was the particular difficulties faced by isolated island resorts that after thirty years in the Hotel and Restaurant Industry, led Mr. Gerson to the development of RD FRESH.

From its most humble beginning of a single client in January of 2008, JB's On the Beach, RD FRESH has grown into major force in the food service industry with commercial, retail and transport divisions.

An already award winning company (**2011 ECOVISIONARY AWARD, GREEN BUSINESS LEAGUE**), (**2013 SUPPLIER OF THE YEAR VIRGINIA GREEN, STATE OF VIRGINIA**) with an award winning product, our success in Florida is being mirrored throughout the country with our commercial distribution efforts in Seattle, Virginia and Texas... and now RD FRESH has even crossed the borders into Mexico and Canada.

Imagine a product that not only keeps food fresher, longer, but saves money, saves energy, reduces carbon and methane pollution, and when it reaches the limits of its effectiveness can be disposed of directly into the soil and will act as an enhanced time release fertilizer... Sounds like "science fiction"? Maybe, but it really is "science fact"... And an opportunity for you to be "PART OF THE SOLUTION!" RD FRESH, not only saves money and saves energy, but goes a long way toward saving the environment. Food represents 20 percent by weight of the solid waste going to landfills. This decomposing food quickly generates methane, a greenhouse gas 21 percent more potent than carbon dioxide. RD FRESH IS A TRUE 100% GREEN - ZERO FOOTPRINT PRODUCT that keeps food on the plate, money in the pocket, and reduces the carbon and methane footprint of your business.