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Bulk food delivery service Heartland Foods expands to Pittsburgh



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Heartland Foods is expanding to Pittsburgh

NATE DOUGHTY



By [Nate Doughty](#) – Digital Producer, Pittsburgh Business Times

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Baltimore-based Heartland Home Foods Inc., a bulk frozen food delivery company that services cities and suburbs along the East Coast, has expanded its offerings to the Pittsburgh region.

Coming to Pittsburgh was only the next logical step for the company to take, according to [Justin Freishtat](#), vice president of sales at Heartland, which has seen sales and profits soar since March as consumers look for alternatives to in-person shopping at grocery stores.

"We have a ton of people that know families out in the Pittsburgh market so that was our natural next expansion area," Freishtat said. "Plus accessibility from our headquarters for deliveries and heading west was just the natural fit for us."

Freishtat said the company employs 37 workers, with one having just been hired in Pittsburgh, and is planning on adding more employees soon. He said the company is on target to bring in \$10 million in revenue this year, a projection 70% higher than last year and a feat largely due to a record increase in sales amid the pandemic.

The Heartland business model is similar to those like startup food delivery companies Hello Fresh and Blue Apron, but instead of focusing on a week's worth of food supply at a time, Heartland aims to fill an entire home freezer with food that will last for three to six months depending on the subscription model a customer chooses. By doing this, Freishtat said the company is differing from its competitors by reducing shipping expenses and consumer costs, which he said can range from \$10 to \$15 a meal.

"We're going to give you one delivery for six months at a time, and we can reduce those cost-per-meal points all the way down somewhere between \$3 and \$8 per meal depending on membership level," Freishtat said.