



THE

Cut Above

YOUR SOURCE FOR
SUPERIOR CELERY



THANK YOU FOR CHOOSING DANDY® CELERY!

For over 90 years the Duda Farm Fresh Foods family has proudly grown celery with a commitment to develop proprietary varieties that are Naturally Sweeter & Crispier® and have less strings. Along the way, we have led the category in seed research, product innovation, and connecting with consumers.

Our goal is to always provide our retail customers with premium products that meet market demand, drive sales and support our value of growing for future generations.

We invite you to learn more about our company, the Dandy® celery product line and how we can support your produce department. From stalks to snacks, you can trust Duda Farm Fresh Foods for superior celery all year-round.



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SUPERIOR CELERY

NATURALLY SWEETER & CRISPIER

NUTRITIOUS AND

CRUNCH-A-LICIOUS

Duda Farm Fresh Foods leads the world in research and development to naturally breed superior seed varieties with a difference you can taste. With our state-of-the-art flavor and nutrition laboratory - set up with an analytical "tongue" and "nose" - we have made significant investments to better understand and work with nature to perfect growing the sweetest, crispiest varieties available. Our research spans the better part of two centuries and has resulted in 152 celery varieties in our repertoire, 37 of which are protected. Our

research and processes also give us the capability to grow in different regions of the United States without compromising the deliciously sweet flavor consumers enjoy.



A Trusted Brand

We ship and market our celery under the Dandy® brand. Our retail customers and end consumers know they can trust the Dandy® name for consistently excellent quality, and the varieties and options that meet all their needs. Look for our Duda Generations logo on pack indicating Duda's proprietary celery varieties. These varieties have been developed through extensive research and breeding over the last 130+ years for a naturally sweeter and crispier product.

CELERY NUTRITION Facts

One serving of celery (110 grams, approximately 2 large or 3 medium stalks) contains just 15 calories, 88 milligrams of sodium, 10% of the Daily Value for folate, 10% of the Daily Value for vitamin A, and 40% of the Daily Value for vitamin K.

Good source of Vitamin A

Diuretic substances can reduce retained water and sodium in your body and alleviate swelling

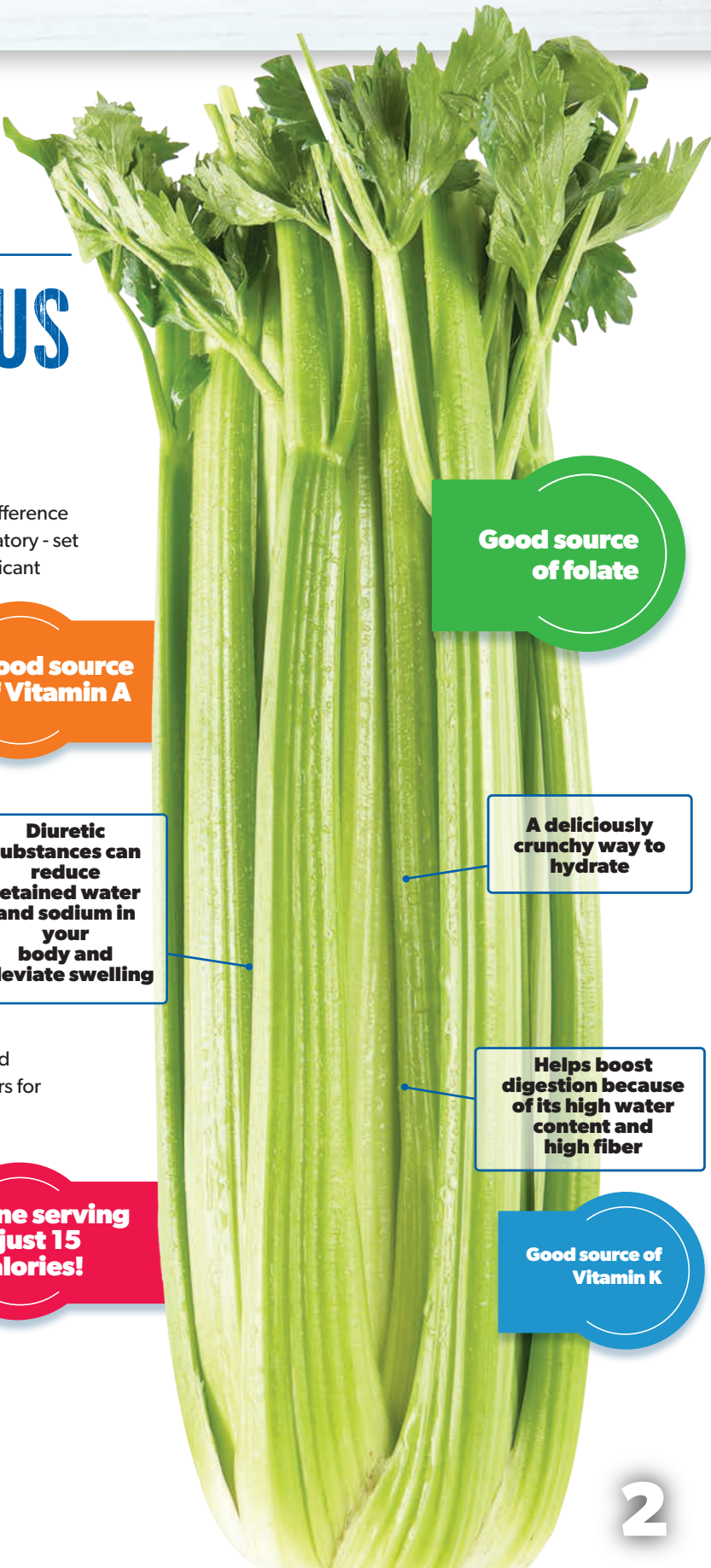
One serving = just 15 calories!

Good source of folate

A deliciously crunchy way to hydrate

Helps boost digestion because of its high water content and high fiber

Good source of Vitamin K



FROM STALKS TO SNACKS

VERSATILITY THROUGH INNOVATION

Throughout our generations of family farming, product innovation has been at the forefront of our focus. This perspective has resulted in a full line of Dandy® celery that meets all of the needs of today's consumer. From cooking to snacking, we make it easy to incorporate celery into everyday diets. We've helped fuel category growth with our variety of fresh-cut items, an increase in organic production, and an on-trend variety of ready-to-snack products.

DANDY® DELIVERS with our in-house freight experts and logistics team that doesn't depend on the open truck market to cover delivered business. In addition to our own small trucking fleet, we have developed direct relationships with various trucking companies which have dedicated specific trucks for our program. Our consistent truck supply means on-demand deliveries and excellent customer service. From across town to across the world, let our team take care of your logistics.



Slow Cook



With Dips



Salads



Soups

Snacks



Smoothies & Juices

Celery is a Top 10 Veggie on Shoppers' Lists!



LET'S TALK **STALK!**

DANDY® CELERY HEARTS+STALKS

- Soups and stews
- One-pot meals and slow cookers
- Smoothies and juicing
- So much more!

DANDY® CELERY STICKS

- Salads and stir fries
- Appetizers and cocktail garnishes
- Stuffing and snacking
- The possibilities are endless!



VISIT

Find additional information at:

<https://trade.dudafresh.com>

DANDY® SNACKS

- In lunchboxes
- At the gym
- On roadtrips
- Anywhere on the go!



Conventional and Organic options Available!



WHY FRESH-CUT

FRESH-CUT BENEFITS

The fresh-cut category continues to grow, and celery is no exception. Dandy® is the leading brand of fresh-cut celery, with options that meet families' needs from recipe preparation to on-the-go snacking. Stock your shelves with a mix of fresh-cut items and merchandise them with seasonal items for healthy sales.

Progressive Processing

In addition to our world-renown research program, Duda has developed progressive processing techniques and state-of-the-art facilities. Using a water jet cutting technology, we eliminate the use of metal blades. This technique cuts the celery more smoothly, leaving less strings and pits - resulting in a higher quality product.

Dandy® Fresh-Cut Celery is Great For...

- Lunchboxes and after-school snacks
- An instant appetizer paired with dips
- Before or after exercise
- Snacking anywhere on-the-go!



VISIT

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information at:

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JOIN THE **DANDY**® SNACKING REVOLUTION

READY, SNACK!
SET, Carry the Whole Lineup.

CELERY + PEANUT BUTTER Packs

A perfect pairing of our Naturally Sweeter & Crispier® celery + peanut butter

A classic combo known for its snack appeal
 • Comes in two convenient sizes 2.3 oz and 4.15 oz

Take advantage of increasing snacking sales with Dandy® Celery Snackers!

Ready to Snack!
 CELERY STICKS

Low in calories, high in crunch
 1.6 oz size is the ideal portion control pack
 • Single serving appeals to wide range of consumers



MORE THAN **HALF** OF AMERICANS SNACK 2-3X'S PER DAY



FRESH FRUIT & VEGETABLES ARE THE #1 SNACK EATEN BY CONSUMERS



FRESH-CUT VEGGIES ARE THE 3RD FASTEST GROWING SELLING CATEGORY WITHIN PRODUCE



36% OF SNACKERS SNACK ON-THE-GO (30% WHILE DRIVING)



33% ARE SNACKING ON HEALTHIER FOODS - SPECIFICALLY THOSE WITH **SIMPLE** INGREDIENTS AND **LOW CALORIES**

TOP 10 CELERY MERCHANDISING TIPS

1 DIVERSIFY YOUR STALK WITH WHOLE, FRESH-CUT AND SNACK CELERY PRODUCTS



2 MAXIMIZE FACINGS WITH VERTICAL PLACEMENT

3 TALK TO YOUR DUDA SALES REP ABOUT SPECIAL PROMOTIONS



5



STOCK CELERY AWAY FROM MISTERS

6 USE POS TO EDUCATE AND INSPIRE

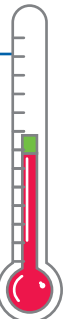


4 CO MERCHANDISE WITH HEALTHY ITEMS FOR EASY MEAL SOLUTIONS

7 DRIVE ADDITIONAL SALES WITH SEASONAL DISPLAYS



8 REFRIGERATE AT 32-36 DEGREES F, 90-95% HUMIDITY



9 KEEP SHELF STOCKED AND ROTATED



10 ENGAGE YOUR CONSUMER AFFAIRS DEPARTMENT! THEY CAN DOWNLOAD OUR CELERY 101 TOOLKIT HERE.



PROMO CALENDAR

JANUARY ❄️

- New Year's Resolutions
- Health & Fitness

FEBRUARY 💕

- We ♥ Celery Hearts
- Super Bowl Snacking
- Cajun Flavors

MARCH 🍀

- National Celery Month
- St. Patrick's Day
- National Nutrition Month

APRIL 🥚

- Easter
- Spring Recipes

MAY 🌱

- Memorial Day
- National BBQ Month
- Mother's Day
- Cinco de Mayo

JUNE 🎓

- Summer Snacking
- Father's Day
- Graduations, Parties

JULY 🎆

- 4th of July
- Summer Sports

AUGUST ☀️

- Back to School
- Healthy Snacking

SEPTEMBER 🍏

- Ants on a Log
- Fruits & Veggies More Matters Month
- Labor Day

OCTOBER 🎃

- Cold & Flu Season
- Halloween
- Soups & Stews

NOVEMBER 🍂

- Fall Cooking
- Thanksgiving

DECEMBER ⭐

- Hearty Holiday Recipes
- New Year's Eve Entertaining

Seasonal Content
AVAILABLE AT

DudaFresh.com



DELIGHT THEM WITH ... ALL YEAR-ROUND!



DOWNLOAD
SEASONAL RECIPES
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