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**DUDA FARM FRESH FOODS CONNECTS WITH CONSUMERS DURING NATIONAL CELERY MONTH**

*During This Unprecedented Industry Shift, Duda's Annual Consumer Promotion Continued to Engage*

**Oviedo, Fla. (March 31, 2020)** – For the month of March, Duda Farm Fresh Foods shared its [National Celery Month](#) promotion with consumers to elevate the versatility of celery and position it as the “*It-gredient*.” Despite the shift in tone throughout the industry as well as the world, Duda Farm Fresh Foods continued to engage with shoppers in an effort to inspire and educate.

“Given the unique circumstances, we made the decision to continue to run our annual campaign to offer positive content and reinforce our supply during this time,” said Nichole Towell, senior director of marketing for Duda Farm Fresh Foods. “We were surprised and pleased to find consumers were not only continuing to engage with the Dandy brand, but were seeking familiar content and willing to purchase produce. At the end of the day, we want to make sure shoppers know that we will continue to provide the quality fresh produce they know and love.”

As part of the promotion, which garnered over 55,000 entries, Duda Farm Fresh Foods offered fans a chance to win one of four prizes that allow winners to easily incorporate celery into their daily routine. Prizes include a cocktail mixer, entertaining set + one-year supply of celery, food processor and personalized gift set.

In addition to the promotion, Duda Farm Fresh Foods continues to reinforce the healthy aspects of celery, especially fresh produce, while more people are looking for quick and easy ways to stay healthy at home. The brand is also ensuring shoppers that demand will be met with supply as grocery store shelves continue to be restocked at a faster than normal pace.

“It’s imperative, now more than ever, for us to continue working,” said Sammy Duda, senior vice president of national operations. “While demand continues to grow during this unparalleled time, we will work tirelessly to continue to supply retailers and shoppers with quality fresh produce.”

For company updates, visit [www.dudafresh.com](http://www.dudafresh.com) and follow the brand on [Instagram](#), [Facebook](#) and [Twitter](#).

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**About Dandy® Celery**

For nearly 100 years, Duda Farm Fresh Foods has been a leading grower, shipper, processor and marketer of fresh vegetables and citrus. Known for their superior celery, over the years the company has expanded their facilities to accommodate recent developments such as celery juicing and other health and wellness trends in order to provide consumers with the freshest celery possible. With primary locations in Florida, California, Arizona, Georgia and

Michigan, Duda Farm Fresh Foods carries a commitment to innovation and sustainability and believes in growing a healthy future for generations to come. The company is a wholly owned subsidiary of A. Duda & Sons, Inc., a family-owned, diversified land company headquartered in Oviedo, Fla. For more information, please visit [www.dudafresh.com](http://www.dudafresh.com).