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DUDA FARM FRESH FOODS LAUNCHES NEW WEBSITE

Oviedo, Fla. (Oct. 17, 2017) – Consumers seeking recipe inspiration and information about their favorite fruits and vegetables have a new resource thanks to [Duda Farm Fresh Foods](http://www.dudafresh.com). The brand is proud to announce its user-friendly and fully redesigned website, updated with a fresh look and feel.

Complete with modern white wood and marble aesthetics, the new site reflects current trends and creates consistency across each of the brand's communication channels. Another new feature includes an upgraded product locator, where shoppers can find their favorite Duda products in stores nearby and discover suggestions for similar products they may enjoy. The site is mobile-friendly, working in cohesion with the brand's social media platforms to act as a resource for consumers when on-the-go.

"The redesigned website allows us to share our healthy, on-the-go snacking options with consumers in a new and interactive way. We put shoppers top of mind when designing the layout and choosing features like the product locator," said Nichole Towell, Director of Marketing at Duda Farm Fresh Foods. "This website will also support our other consumer touch points like social media and influencer marketing by providing a stunning, helpful resource for content."

The interactive website will act as a hub for the company's digital promotions, attracting new shoppers and gathering data about shopping and dietary preferences. It will feature the brand's extensive library of recipes designed for all skill levels in the kitchen, from on-the-go parents to seasoned home cooks. As consumers increasingly show interest in knowing where their food is sourced, the website also tells the Duda family story and welcomes visitors to a closer look at the farms.

"The new look and feel of our site allows us to add value to those who visit by providing information about our products and a way to get to know their farmers personally," said Dan Duda, President of Duda Farm Fresh Foods. "This digital tool will allow us to position ourselves as the go-to resource for shoppers looking to learn more about our brand."

Stop by for local gulf oysters and fresh fixin's from 3 – 4 pm on Friday and Saturday during PMA Fresh Summit as Duda Farm Fresh Foods will be hosting an oyster shucking happy hour in booth #1307. For more information on Duda Farm Fresh Foods and to experience the new website, please visit <http://www.dudafresh.com> and follow the brand on [Facebook](#), [Twitter](#), and [Instagram](#).

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About Duda Farm Fresh Foods

Duda Farm Fresh Foods is a leading grower, shipper, processor and marketer of a wide range of fresh vegetables and citrus with primary locations in Florida, California, Arizona, Georgia and Michigan. The company is a wholly owned subsidiary of A. Duda & Sons, Inc., a family-owned, diversified land company headquartered in Oviedo, Fla. www.dudafresh.com