



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 *Benefit*

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

Find additional  
information at:

<https://trade.dudafresh.com>

Extended  
shelf life

Cross-  
promotional  
opportunities

Convenience  
consumers  
crave

Ease of  
merchandising

Less labor  
and  
handling



JOIN THE



# Snacking Revolution

READY, SET,  
*Snack!*

CARRY THE WHOLE LINEUP.

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



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



# 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



9

KEEP SHELF STOCKED AND ROTATED



8

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



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](http://DudaFresh.com)





# *Delight* THEM WITH ... ALL YEAR-ROUND!



**DOWNLOAD**  
**SEASONAL**  
**RECIPES**  
at [DudaFresh.com](http://DudaFresh.com)

