

Duda Simple Salad Salanova Farms B2B produce buyer email

SUBJECT LINE:

At the intersection of convenience and freshness: Simple Salad in Seconds™ from Duda Farm Fresh Foods

BODY:

Your customers are always on the lookout for the best of both worlds: they demand the freshest, best ingredients for themselves and their families, but they want to save time and food waste wherever possible. With Duda's Simple Salad in Seconds™, you can satisfy those desires as well as reduce inventory headaches and costs for your produce departments.

Duda's Simple Salad in Seconds™ pre-packaged heads of baby lettuce are shipped still attached to the core, which extends shelf life and reduces the onset of browning associated with pre-cut salads. With the simplicity of our one-cut preparation - where one circular motion removes the core and gives you an entire head of bite-sized lettuce leaves - your customers will appreciate the beauty of whole, intact leaves as well as the reduced waste and prep time of our lettuce versus other varieties that require several precision cuts to remove the core and chop the leaves into bite-sized pieces. In short: Simple Salad in Seconds™ offers the convenience and waste savings of pre-pack with the longevity and freshness of whole-head lettuce.

Duda's Simple Salad in Seconds™ removes the bulk-bin headaches associated with delicate produce like lettuce, allowing you to stock it like any other cold case item without the need for misting, ice, or the added overhead of constant monitoring/maintenance by your produce department. And with our regional growing programs, you can be assured of a consistent, year round supply of our Simple Salad in Seconds™ - so no more headaches of setting up new items only to watch them sell out and disappear until next season!

All of which is great, but pointless if the product itself isn't truly novel. We at Duda are happy to show you and your customers that our lettuce is anything but ordinary. It has been said that we first "eat with our eyes" and Simple Salad in Seconds™ will grab the attention of your customers with colors running the range from deep purple and red to every variegation of green imaginable - all of which stand out in an often monochromatic lettuce section. But that same variety in color also brings with it a range in flavors and textures from creamy smooth to crisp and acidic - a welcome and often needed contrast to save what could have been just an ordinary salad.

In our new era of the adventurous, curious home culinarian who still appreciates the value of reduced prep time without compromising quality, give your customers a truly new, fresh and on-trend experience. Duda's Simple Salad in Seconds™: at the intersection of convenience and freshness.

For pricing and a sample of our Simple Salad in Seconds™, or to simply talk lettuce, don't hesitate to reach out to us at: +1 (800) 342-3832 or via www.dudafresh.com

CALLOUTS/BULLETS:

- One cut preparation: less time, less waste
- Shipped intact to extend shelf life
- Year-round availability due to regional farming
- Unique textures and colors feed the senses