

---

**- Advertisement -**

## **Baloian Farms remains focused on corporate reorganization**

December 3, 2014

Baloian Farms has spent the last 18 months focused on a mission to grow the company and solidify its position as a category leader in pepper production. The recent launch of its new website is another step toward the company's total brand positioning that has included the launch of several new



products.

The new website — [www.baloianfarms.com](http://www.baloianfarms.com) — is simple and clean in its design for ease of navigation. As Baloian continues to grow its product line, the website was created to showcase the depth and variety of its products and showcase many of Baloian's new items in a more consumer-friendly style. The website features a new recipe section highlighting Baloian family recipes in addition to information about the family and the history of the company.

---

"We've been looking for a way to tell consumers our story while showcasing how to prepare and cook our products in healthy and delicious ways," Jeremy Lane, sales manager for Baloian Farms, said in a press release. "The new recipe section helps consumers make a more personal connection with our company especially as a third-generation family farm."

Although the website is focused on telling the Baloian Farms story and connecting with consumers, Lane also emphasized that there are a variety of tools and resources for retailer and foodservice buyers, including availability charts, category and consumer research, and food safety and sustainability information.

[Print](#)