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## D'Arrigo New York's new website 'celebrates fresh'

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The new D'Arrigo Bros. Co. of New York website — [darrigony.com](http://darrigony.com) — has plenty of information about this wholesaler located on the Hunt's Point Produce Market in the Bronx, NY. It also contains history and old photos about the well-known D'Arrigo family, which got into the fresh produce industry back in the 1920s and is known for its "Andy Boy" brand of broccoli rabe and other fresh vegetables.



Nick Pasculli, president and creative director of Salinas, CA-based TMD, began working with Matthew D'Arrigo, president, and Gabriela D'Arrigo, marketing director of D'Arrigo Bros. Co. of New

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York, last July to redesign the produce company's website. It went live this April.

TMD had previously worked with Gabriela D'Arrigo on the D'Arrigo California website and with Peter D'Arrigo on the D'Arrigo Massachusetts website, so it was a natural move for the company to then work on D'Arrigo's New York website.

"I knew the company. I spent time with the people and spent lots time in the coolers," Pasculli said in a press release. "It was a great experience to work with Matthew and Gabriela. All the people at D'Arrigo were incredible and very gracious to work with. We really enjoy working with them."

The new website provides a history of the D'Arrigo family, beginning in the 1920s, recounting in text and photos how it all started in California, in New York and Boston.

One of the highlights of this iconic company is its "Andy Boy" brand, utilized first on fresh broccoli and then on a wide range of vegetables. According to the new website, "Andy Boy" was trademarked in 1927 by the brothers Stephen and Andrew and has been recognized for more than 80 years as a leading brand in the industry.

But the new site contains more than just history — it explains the products and services that the company offers, and talks about three key issues at the company's core: cold chain management, food safety and social responsibility.

In addition, the wholesaler's extensive product line is listed not only by individual item but also features the many brands the company represents in the New York metropolitan area.

The new site was also designed specifically with the terminal market customer in mind. "It is easy to view on mobile devices or tablets," Gabriela D'Arrigo said in the press release. "To be able to digest information in a fast way is very important for the terminal market industry." Grower-shippers, retailers and others have modern, up-to-date websites, and "this is just as important for terminal markets. This new website at D'Arrigo is a very fresh and modern site. It is personal, friendly and uniquely reflects the New York Metro market."

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