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Bland Farms unveils new packaging

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Bland Farms is introducing a refreshed package design for its flagship Vidalia sweet onions. The new look was developed by Bland Farms in coordination with Orlando, FL-based consultant Super



Marketing Promotions.

The clean, easy-to-read label pays tribute to the heritage of the Bland family farming tradition. The playful saying “They Only Make You Cry When They’re Gone!” and vibrant green color are aimed to inspire and connect with the millennial demographic, while staying true to the Bland Farms way. The package label re-design also highlights trusted health benefits of the Vidalia sweet onion, and displays on-trend recipe ideas. “This label re-design needed to feel more modern and approachable to appeal to younger generations, yet still connect with the loyal consumers familiar with Bland’s legacy,” said Kevin Dunleavy, president of Super Marketing Promotions.

Along with refreshing the label and special display designs, Bland Farms is excited to highlight its leadership in the industry with the tagline, Rooted in Tradition. Raised to be Sweet. The new tagline highlights key brand messages that are sure to resonate with shoppers. “For 70 years, farming has been our way of life. Our roots are in the traditional farming methods passed down from my father, but we continue to innovate and evolve to remain the leading producer of America’s favorite sweet onions,” said Delbert Bland. “Many retailers know our ‘Roots to Retail’ promise, but we wanted to craft a memorable brand message that better connects directly with our consumers.” Bland Farms’ message delivers its position and benefit in its simplest, purest form — just like its Vidalia sweet onions.

Shoppers will begin to see the refreshed package design and secondary displays in store starting in April and throughout Vidalia onion season.

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