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## Tanimura & Antle elevates branding for its Artisan line

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Reflecting decades of sustainable innovation, hand-crafted expertise and high-quality products, [Tanimura & Antle](#) is rolling out new consumer focused branding to support its premium Tanimura & Antle Artisan family of fresh produce and more clearly convey these attributes on the shelf. The distinct new logo joins upgraded packaging with complementary colors and enhanced graphics. Each new packaging design also offers usage tips and recipes for consumers.



The Artisan branding update will begin hitting store shelves this month and includes Tanimura & Antle’s Artisan Lettuces, Artisan Romaine, Artisan Sweet Italian Red Onions, Artisan Sweet Broccoli and Artisan Sweet Gem.

“Consumers are making product and purchase decisions in under three seconds, and we want to help make the choice about high-quality, healthy fresh produce easier with packaging that conveys quality and extends assurance and trust,” said Ashley Pipkin, director of marketing at Tanimura & Antle. “It’s important to help set premium produce apart. We put innovation, care and expertise into every single seed, crop and package, just as we have been for over 39 years. As a family and employee-owned farming operation, we want to show our customers and consumers that we are bringing our very best to the table each day, beginning with our exceptional Artisan line.”

The new Tanimura & Antle Artisan logo is the latest to join the company’s family of produce brands, including Tanimura & Antle Greenhouse Grown and Tanimura & Antle Organics. Each revised brand now connotes the rich family-farming legacy and employee-owned nature of its organization and was designed to showcase decades of commitment and care. The branding update will be supported by a robust marketing program, including social media, influencer campaigns, point-of-sale materials, recipes and other collateral.

“The quality we bring to all of our products — including the Artisan line — is evident the moment you lay eyes on each package,” said Scott Grabau, president and CEO. “Our carefully developed and selected seed varieties yield uniquely perfect sizes, colors, flavors and textures. We field pack each item to give optimum freshness and extend shelf life. All of this contributes to a beautiful presentation and incredible taste on the plate.”

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