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Latitude 36 Foods unveils new brand identity

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Latitude 36 Foods, a leader in portion-packed goods and salad condiment kits, has undergone a rebranding effort in response to exponential growth in its industry. With great expansion plans on the horizon, the company said its new logo reflects its commitment to independence and excellence.



Elements of the signature Latitude 36 Foods blue waveform were retained as an homage; however, Latitude said it's time to break out of its shell and show the world just how big we plan on being.

"Since our transition in 2016, we've expanded from our headquarters in Corona, CA, bolstered our plant in West Chester, OH, and opened a brand-new plant right here in Salinas, CA," the company said in a statement. "We've taken a stance as the industry leader in portion packaging by offering

customizable and unique products for our customers and have risen as disruptors in a competitive and niche marketplace."

The company's rebranding is not just cosmetic — company leaders have also revealed their internal rebranding efforts as they continue to foster innovation, and a great workplace environment to retain and attract the best talent. Additionally, the company raised its profile to provide educational content to customers, building a greater connection with audiences and growing business at an unprecedented rate.

"At Latitude 36 Foods, our team works together to exceed the expectations of our customers" said Leslie Surber, president of Latitude 36 Foods. "Our new logo and branding highlight our innovative spirit."

"In keeping with our mission of delivering deliciousness in every package, this rebrand is an exercise in innovation" said Tobias Wisner, marketing coordinator. "We've decided to break out of our waveform and take on newer and exciting challenges, and it's time our brand reflected our intrepid spirit."

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