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Taylor Farms continues to innovate with salad kits

By

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Since its founding in 1995, Salinas, CA-based Taylor Farms has made it a mission to become “America’s Favorite Salad Maker,” and its array of salad kits, salad blends and organic salad offerings have helped it toward that goal.



The family-owned-and-operated company has partnered with hundreds of farmers across the U.S. to specialize in supplying salads, fresh-cut vegetables and healthy fresh foods to the foodservice, retail produce and retail deli segments of the fresh business.

Citing figures from recent Nielsen data, the company said the value-added salad category has grown 10 percent over the last year, thanks mostly to people riding the pandemic out by eating at home and seeking quick and easy-to-prepare meals.

The numbers show that salad kits are up 15 percent year over year, with chopped kits accounting for the lion’s share of growth at 67 percent.

“Currently, growth in the retail segment is being driven by salad kits — both bagged salads and salad bowls,” said Charis Neves, Taylor Farms’ director of innovation and product management. “Taylor

Farms is listening to consumer demand and continuing to innovate in this area.”

That’s why Taylor Farms continues to deliver on new and exciting flavors bringing its complete portfolio of chopped kits to two dozen this year.



“Consumers and customers have asked us to continue to bring them new and unexpected salads across both salad kits and single serve bowls,” Neves said. “We are excited to launch these new flavorful recipes. We are offering several new flavors and even a new flavor for the holiday season. Some of the flavors are shared in both our bags and bowl lines.”

Here are examples of some of the solutions driven by flavor and freshness that Taylor Farms has in store.

- Mexican Style Caesar bagged kit and Mexican Inspired Salad Bowl are a fiery twist on the original recipe with mild Monterey jack croutons, nutty pepitas, and bold parmesan cheese paired with a zesty Mexican Caesar dressing. Neves noted this unique dressing combines creamy buttermilk with jalapeño, lime, herbs and spices for a salad that speaks to the roots of Caesar salad itself.
- The Everything Avocado single-serve bowl combines fresh iceberg and green leaf lettuce, hard boiled eggs and Colby jack cheese with a flavorful everything seasoning packet and the company’s unique avocado ranch dressing.
- The new Mozzarella & Tomato single-serve bowl offers crisp romaine, grape tomatoes, fresh mozzarella, and a light balsamic vinaigrette. The salad combines fresh flavors reminiscent of Italy for a vegetarian on-the-go meal.

As for that seasonal offering, Neves was talking about Taylor Farms’ Spiced Apple Chopped Kit and Spiced Apple Chopped Salad.

“This is truly the perfect salad for your favorite fall meals,” he said. “You can spruce it up with rotisserie chicken, baked salmon, or keep it vegetarian by adding your favorite roasted veggies. Our sweet and aromatic apple cider vinaigrette is made with the sweetness of ripe apples, deliciously tangy apple cider vinegar, and warm notes of cinnamon. Bursting with a blend of deliciously crisp vegetables, honey roasted mini chips, smoked gouda shreds, and cinnamon puffed apples.”

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