
The logo for Frieda's Branded Produce is set against a solid purple background. The word "frieda's" is written in a white, lowercase, rounded serif font. A small green heart is positioned above the letter 'i'. To the right of the word is a registered trademark symbol (®). Below "frieda's", the words "branded produce" are written in a bold, lowercase, sans-serif font in a light green color.

frieda's[®]
branded produce

- Advertisement -

Legacy Farms acquires Frieda's

Legacy Farms LLC, based in Anaheim, CA, has acquired the assets of Frieda's Inc. after more than a year of discussions. The company will now be known as Frieda's LLC and its new CEO is Dan Madsen, who has been leading Legacy Farms since 2019.

"We are so excited that his first order of business was to name my eldest daughter, Alex Jackson as vice president, sales and procurement," said Karen Caplan, who'd been CEO of Frieda's Branded Produce. "As you know, Alex is the third generation of our family business, founded by our mother, Dr. Frieda Rapoport Caplan in 1962. Alex has been a significant part of our company's success during the last 12 years and she is very excited about this new, expanded opportunity."

Caplan said Legacy Farms values Frieda's strong culture and branding and is excited to be the new steward of the specialty produce brand.

"My sister, Jackie Caplan Wiggins and I will continue working in an advisory capacity to Dan and the Frieda's team and are beyond thrilled at the opportunities for our company to expand," said Caplan. "Our company color will still be purple, our branded packaging will continue to be eye-catching and our team members will continue to service you with our well known passion and attention to detail. Our current sales and purchasing team will continue to work with you as normal in the course of business."

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