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Bako Sweet launches new website

Bako Sweet launched a new website — bakosweet.com — that provides an enhanced user experience for shoppers. Serving as a valuable resource, the website is designed to inspire curiosity about sweet potatoes from California's Sweet Spot.

The new website has been meticulously crafted, keeping mobile users at the forefront of its design. Bako Sweet recognizes the growing importance of mobile devices in today's fast-paced world and has optimized the site accordingly. Users can effortlessly navigate the site from any device, ensuring a smooth browsing experience.

One of the standout features of the new website is its visually captivating representation of the Bako Sweet brand. Through the clever use of bright colors and beautiful graphics, the essence of Bako Sweet is brought to life, creating an immersive environment that truly embodies the brand's spirit.

Key features of the new website include:

- **Store Locator:** People can easily locate nearby stores where Bako Sweet products are available. The locator even allows shoppers to narrow search results by product preference.
- **Sweet Potato Facts:** A treasure trove of information awaits site visitors, as they delve into the world of sweet potatoes. From nutritional benefits to variety distinguishers and best pairings, users can explore the fascinating aspects of all Bako Sweet sweet potato varieties thanks to support from culinary and nutrition experts.
- **Detailed Product Descriptions:** Each Bako Sweet product is accompanied by detailed descriptions and linked recipes, offering shoppers a convenient way to explore various culinary possibilities. These descriptions also inform which types of sweet potato varieties can be found in each bag for easy identification in the store.
- **Expanded Recipe Library:** A vast array of delectable sweet potato recipes awaits culinary enthusiasts. With enhanced search functions by course and direct links to the products used in each recipe, finding inspiration is easier than ever.
- **Enhanced SEO and Pinterest Integration:** The new website has been optimized for search engines, ensuring improved visibility. Additionally, the integration with Pinterest enables users to seamlessly share and save recipes, amplifying the brand's reach.

"We very intentionally designed the website to be a place where people could better understand different sweet potato varieties and their benefits, and ultimately drive people to their local retailer to find Bako Sweet products," said Alexandra Rae Molumby, director of marketing at Bako Sweet. "By creating a user-friendly platform that not only showcases our exceptional sweet potatoes but also serves as a resource for learning and inspiration, we aim to exceed our consumers' expectations and establish Bako Sweet as the go-to brand."

Bako Sweet remains committed to continuous improvement and evolution. The company plans to analyze user data and feedback to further enhance the website and deliver an exceptional experience that meets the evolving needs of its consumers.

"We will continue to evolve the website based on where users are spending the most time, what they find most valuable, and the feedback we receive," said Molumby.

Exciting developments are also on the horizon, with forthcoming additions to the website, including guides on how to cut and cook sweet potatoes, insights into the sweet potato harvest process and an ever-expanding repository of recipes.

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