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**Taylor Farms introduces new Celery Bites**

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[Taylor Farms](#) has launched a new product: Celery Bites. Following the examples in other categories across the store — including beverages, salty snacks and cereal — Taylor Farms is introducing bite-sized pieces of celery featuring a smaller 1.5-inch cut to provide smaller pieces for snacking, juicing and for use in smoothies.

“Valued-added celery is growing 10 percent,” according to IRI, said Brian Riordan, vegetable director at Taylor Farms. “We’re excited to add this offering for our customers, and we have learned that consumers love bite-sized pieces so they can avoid double dipping and easily portion their juices.”

New Taylor Farms Celery Bites are available nationally and come in two sizes: eight ounces and 20 ounces.

“Taylor Farms Celery Bites are perfect for snacks and vegetable platters throughout the fall and holiday gatherings.” said Riordan.

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