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Duda showcasing new celery dippers at New York Produce Show

By

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Duda Farm Fresh Foods is a sixth-generation family business that brings farm fresh products featuring the Dandy brand to retailers and restaurants in the United States. The company is a leading grower of fresh celery, radishes and corn.

The Oviedo, FL-based company is looking forward to traveling North to the New York Produce Show in December, where it will exhibit at booth No. 206.

“We will be showcasing our recently launched celery dippers, which are a part of the new Dandy Snacking In A Snap! product line,” said Nichole Towell, senior director of marketing and packaging procurement for the company. “The new celery dippers come in two-inch, fresh-cut celery sticks that are pre-washed and ready to be consumed, making these perfect for all the on-the-go shoppers or people looking to cut down on prep time in the kitchen.”

Celery dippers are grown from Duda Generations’ proprietary celery varieties, ensuring they are naturally sweeter and crispier. It is also processed with water jet cutting technology for a clean cut and shipped within 24 hours to ensure consistent quality and flavor.

“Shoppers will love the versatility of celery dippers for assembling a chic charcuterie board, packing a wholesome bento box or just adding a big, bold crunch to a favorite snack dip,” Towell said. “And for added convenience, shoppers can choose between 8-ounce and 1.25-pound resealable bag sizes.”

In addition to the new Dandy Snacking In A Snap product line, the company will be rolling out additional items throughout 2024 and people can stop by the booth to learn more about these products.

Susan Kavanagh, Jeff Goodale and John Alderman will be attending the show this year. Each year, team members of the company look forward to attending the New York Produce Show to visit with customers and network with those in the produce industry.

“The show is important in that it allows us to make connections with potential new customers in the Northeast and continue to nurture the relationships we already have in place,” Towell said. “Being able to meet and talk in person is ideal and important for creating those lasting connections.”

Although the company faced some obstacles this past spring due to weather and heavy rainfall, the Duda team was able to persevere and continue to execute a successful season and looks forward to the year ahead.

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About Keith Loria | 

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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