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Keenan Farms debuts new website

[Keenan Farms](#) has launched a new website featuring fresh graphics, a user-friendly interface and updated resources for consumers, customers, growers and nutritionists.

The new site showcases the company's familiar sunshine-yellow branding while providing a rich history of the Keenan family story, beginning with founder Charlie Keenan's foray into the world of pistachios back in 1972.

"As we continue to level up our processing abilities and pistachio offerings, we're excited to have this great new platform to showcase our work," said Elizabeth Keenan, marketing manager at Keenan Farms and third-generation Keenan family member. "Our goal with the redesign was to be able to connect with customers around the world, growers around the valley and friends everywhere in order to provide resources and foster a strong connection to each targeted segment of our market. The new website allows anyone to see what it takes to grow, process and market a Keenan pistachio."

Keenan's website provides seamless navigation to easily shop their products, learn more about the nutritional benefits of pistachios and stay up to date on news around the farm.

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