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Earthbound Farm launches new salad kits

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[Earthbound Farm](#) is celebrating 40 years of organic farming with new offerings, including its line of organic salad kits featuring dressings made with 100 percent organic avocado oil and its Limited Harvest Wild Red Arugula blend. Five new salad kits will be available at select grocery stores in May with a nationwide expansion throughout the remainder of 2024.



These new products will augment Earthbound Farm's portfolio with additional fresh, flavorful and healthy options for consumers to grow the salad category.

Avocado oil is growing in popularity and consumers are increasingly seeking healthier oils for their salad dressings. These flavorful kits will address consumers' desires for healthier dressing options while also providing smaller format organic kits to accommodate evolving consumption occasions.

In addition to the use of organic avocado oil, Earthbound Farm's organic salad kits feature a variety of fresh ingredients, including crisp greens, colorful vegetables and premium toppings.

The five new kits:

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- Caesar – Organic Caesar dressing, Romaine lettuce with parmesan cheese, garlic Romano crouton crumbles and zesty Caesar seasoning.
 - Chipotle Ranch – Organic chipotle ranch dressing, shredded cauliflower and broccoli, green cabbage, red cabbage, frisée, carrot, kale with crunchy pepitas and flaxseed corn chips.
 - Apple Cider Crunch – Organic apple cider vinaigrette, Romaine lettuce, frisée, shredded cauliflower and broccoli, red cabbage, carrot with dried cranberries and cashews.
 - Golden Balsamic – Organic Farmstand golden balsamic vinaigrette, Romaine lettuce, frisée, shredded cauliflower and broccoli, red cabbage, carrot with puffed quinoa and citrus herb sourdough crouton crumbles.
 - Truffle Caesar – Organic truffle Caesar dressing, Romaine lettuce, radicchio, kale with parmesan cheese and wholegrain black pepper and Himalayan Sea salt crouton crumbles.

“At Earthbound Farm, we’re always looking for innovative ways to offer the freshest, most appetizing organic produce options available,” said Jenny Panziera, director of product for organic and Earthbound Farm. “This new line of salad kits was intentionally crafted to deliver a delightful blend of flavors and textures with the added benefit of dressings made with pure organic avocado oil, providing consumers with convenient, nutritious meal solutions.”

The company's next new product is the Earthbound Farm Limited Harvest Wild Red Arugula. This premium variety is unique to Earthbound Farm and offers consumers a spicy, bold and peppery flavor profile with distinct red veining. The packaging design honors Earthbound Farm's first salad bags that helped expand access to fresh organic greens nationwide.

This limited harvest item joins the company's robust portfolio of organic greens and will be available May to October 2024.

"We are proud of Earthbound Farm's pioneering spirit and impact over these 40 years," said T. Bruce Taylor, vice president of organic and CEA for Taylor Farms. "Today, we're excited to continue to lead with flavorful products and sustainable farming practices that encourage more consumption of healthy, fresh produce."

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