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Bolthouse Fresh Foods rebranding with Modern Roots initiative

By

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September 10, 2024

At [Bolthouse Fresh Foods](#), the company philosophy revolves around a commitment to quality, customer service and innovation.

“We aim to feed the world with nutritious fresh food while supporting our people, nurturing the land and uplifting the communities we serve,” said Karen White, vice president of marketing for the Bakersfield, CA-based company. “This philosophy is rooted in over a century of agricultural excellence and drives every aspect of our business, from farming practices to product development.”

The latest buzz at Bolthouse Fresh Foods is its rebranding initiative, themed Modern Roots.

“This bold move marks a new era for our company, celebrating our rich heritage while introducing a fresh, dynamic and innovative spirit to the market,” White said. “We’re rolling out a new corporate logo and consumer brand, Bolthouse Fresh, along with vibrant and eye-catching packaging designs. These changes are designed to disrupt the conventional produce aisle, making our products stand out and resonate with modern consumers.”

The new Bolthouse Fresh brand will allow the company to showcase its extensive carrot portfolio more effectively on the shelf.

“This fresh look is a perfect opportunity to highlight our innovative new products designed to meet the demands of modern consumers,” White said. “One of the products we’re most thrilled about is our Carrot Shakers Multipak. This product offers the perfect snack solution for those who prioritize convenience and freshness. Each multi-pak includes five individual servings of fresh baby carrots paired with a flavorful seasoning, making it easy to enjoy a delicious and healthy snack anytime, anywhere.”

The Carrot Shakers come in three flavors — dill pickle, chili lime and ranch.

“In addition to our snacking solutions, we’re introducing Bolthouse Fresh Carrot Side Dish

Sizzlers, a convenient and delicious way to enjoy veggies with every meal,” White said. “These premium, artisan-sliced carrots come with a perfectly paired sauce, ready for quick stove-top cooking. Just add the included sauce before cooking to experience a burst of fresh, delightful flavor. Ideal for busy weeknights or casual gatherings, our Carrot Side Dish Sizzlers make it simple to add a healthy, tasty touch to any meal.”

Looking ahead, the company foresees significant growth opportunities through its revitalized brand identity.

“The new Bolthouse Fresh packaging is already generating high purchase interest and is perceived as more premium, unique and understandable compared to our previous designs,” White said. “This positive response indicates that we can continue to expand our market share, particularly in the fresh snacking segment, by offering products that meet consumer demands for both quality and convenience.”

Furthermore, the company aims to build on its commitment to helping consumers find nutritious food for every occasion.

“By expanding our portfolio of convenient, ready-to-eat options, we can provide solutions that fit seamlessly into our customers’ busy lifestyles,” White said. “Whether it’s a quick snack on the go, a healthy addition to a lunchbox, or a flavorful side dish for dinner, our goal is to make it easy for consumers to enjoy fresh, delicious and nutritious food with minimal effort.”

Success at Bolthouse Fresh Foods requires a combination of consistency, quality and a daily focus on delivering top-notch customer service.

“It also demands an unwavering commitment from every team member to achieve our common goals,” White said. “Success is about constantly evolving to meet the changing demands of the market while staying true to our roots and values. Building strong relationships is essential — with our customers, our community and within our team. By fostering a collaborative environment and encouraging creativity, we empower our team to bring their best ideas forward, ensuring we remain at the forefront of the industry.”

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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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