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Baldor highlighting Urban Roots refresh at New York Produce Show

By

Keith Loria

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[Baldor Specialty Foods](#) is one of the largest importers and distributors of fresh produce and specialty foods in the Northeast and mid-Atlantic regions. Come December, the company will be heading to the New York Produce Show to prove to attendees why they are so strong and continue to grow every year.

“Baldor has been doing this show for many years, and with the company being from the Bronx, NY, we have strong roots with this show and we look forward to doing it every year. A lot of connections happen there.” said Jasmin Guleria, director of brand marketing for Baldor

For the 2024 New York Produce Show, Baldor will be at booth No. 401, where attendees can see a lot of fresh activity and some of its most popular items.

“This year, we’re really excited to be sharing our new brand refresh for our house brand called Urban Roots,” Guleria said. “Urban Roots is a brand that consists of fresh-cut veggies ready for meal prep and really delicious fresh salsas. That’s what the brand has been and we will continue to have those items, but we’ve also reinvigorated the brand with a new look and feel, as well as new innovation and new positioning that leans heavier into globally-inspired flavors.”

For instance, Baldor will be showcasing its new line of cantina-style salsas, which are restaurant-style blended salsas. It will also be bringing to the booth a first-to-market line of Fruit+, globally-inspired fruit snack packs. Some examples of this are Mango with a sachet of chili lime spice, and fresh-cut pineapple with a lemongrass lime leaf sauce inclusion.

“We have a couple of other products as well that are paired with fruit sauces,” Guleria said. “We’re really excited about this because it’s a great grab-and-grow item and it brings your fresh-cut fruit to another level.”

The booth design for Baldor at this year’s show is going to be very different than what the company has had before.

“Typically, we have had a very Baldor-only type look; but this time our booth is going to lean heavily into the Urban Roots brand, which is underneath the Baldor umbrella,” Guleria said. “Our packaging and design has also changed; it’s all very flavor-forward and color-forward, so when you come and see the booth, it’s going to be very orange. It will be bright and bold, and really pop. All of us will be wearing bright orange shirts.”

The booth will also be offering attendees some fun swag that is related to the Urban Roots brand.

“Because it’s our ‘home’ show, we will have a lot of people there,” Guleria said. “This show is really important because a lot of our vendor-partners come and we want to be there to meet them, check in on them and catch up.”

A few weeks before the show, Baldor’s marketing and sales team meet and devise a plan for what to bring and how to make the most out of everyone’s time on the show floor.

“This year specifically, it was pretty clear that we wanted to talk about Urban Roots and the brand refresh,” Guleria said. “That being said, we also have an amazing fresh-cut division and something Baldor feels very proud of, so we will definitely speak to that as well. There are a lot of wonderful things Baldor does that we want to showcase to customers.”

Baldor will also host an after-party at this year’s event, with vendor partners, customers and potential new customers invited to unwind and engage with the team.

“It’s something we have been doing for many years, and we’re all excited about that,” Guleria said.

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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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