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Dandy sweepstakes looks to boost celery sales

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[Duda Farm Fresh Foods](#) kicked off its seventh annual National Celery Month consumer sweepstakes. This year, the spotlight is on Dandy proprietary celery varieties, celebrated for their superior crunch and sweetness, offering the ultimate snacking experience. Throughout March, Duda Farm Fresh Foods will educate shoppers on the unique benefits of Dandy celery, inspire creative usage, and provide 35 exciting opportunities for participants to win a prize pack.

“This year we are honing our National Celery Month messaging to focus on our brand’s celery expertise growing a crunchier and sweeter variety,” said Nichole Towell, senior director of marketing and packaging procurement at Duda Farm Fresh Foods. “Not to mention that spring is ideal for transitioning to fresher, lighter recipe and snacking options, which will complement the promotion well.”

Now through March 31, shoppers are encouraged to enter the National Celery Month Sweepstakes for a chance to win kitchen-inspired, three-tiered prize packs that include high-end, all-inclusive knife block, a cutting board, spoon and turner set, gift cards to a well-known grocery ordering and delivery services, and free Dandy celery.

“Not only are we offering consumers a chance to win some great prizes, but we are using our platforms and brand to increase consumption of celery during the celebratory month of March,” said Towell. “We are coming off of peak season with the holidays and football when celery usage is high, so with this promotion, we are looking to keep celery top of mind among shoppers for a longer period of time.”

Duda Farm Fresh Foods will employ a comprehensive marketing strategy to promote the sweepstakes and drive celery purchases that includes regional TV segments, public relations efforts, influencer support, online advertising, as well as email and social media campaigns. The company will also be sharing recipes and usage ideas along with tips on how to store celery to prolong freshness along with key nutritional benefits on its newly curated Celery Central hub. Celery is a hydrating vegetable that can help with digestion, a source of Vitamin K that can support cardiovascular wellness, and a versatile ingredient that can enhance snacks and meals.

Dandy celery is available in whole stalk, one- and two-count hearts, and a variety of fresh-cut options to meet each shopper’s needs, including the most recent new offering, the petite two-inch celery dippers.

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