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FOR IMMEDIATE RELEASE

Veritable Vegetable Launches New and Improved Website

SAN FRANCISCO, CA (September 7, 2020) – Veritable Vegetable is proud to announce the unveiling of their newly redesigned website. With enhanced online ordering capabilities, the site offers mobile optimized design for easy access from any device. There are also new features to share their mission, values and rich history that spans over four decades. The website offers a refreshed, energetic look, dynamic elements and beautiful imagery. The site can be found at <http://www.veritablevegetable.com>.

“We’re thrilled that our customers will be able to order our certified organic fruits and vegetables easily from any device, anytime,” noted Karen Salinger, Co-Owner and Director of Sales of Veritable Vegetable.

For visitors who come to the site to place orders, they will find robust filters and search features for online shopping, streamlined checkout, and a directory of the organic growers and labels with whom Veritable Vegetable partners. Other visitors may enjoy the interactive historical timeline, the staff displayed in whimsical honeycomb themed pages, and the dynamic blog section.

As the oldest organic produce distributor in the country, Veritable Vegetable partners with organic farmers to source the highest quality organic products on the market. Their extensive network of grower partners provides their customers with year-round supply, from high velocity fruits and vegetables to specialty items.

“Our customers will love the section dedicated to grower and label profiles. It will help them understand where a product is being grown and learn about the farm growing it. We’ve also included new filtering options that can find products based on category, grower, origin grown, specialty pricing and many other criteria” says Salinger.

About Veritable Vegetable

Veritable Vegetable (<http://www.veritablevegetable.com>) is a women-owned and led organic produce distribution company based in San Francisco, California. Established in 1974, they source and deliver the freshest, highest quality produce food to businesses throughout their region, owning and operating their own fleet of trucks. Their unique, values-driven business model encourages political change, impacts food policy, and demonstrates a radically different approach to distributing organic produce.

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