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**FOR IMMEDIATE RELEASE**

## **MANN PACKING LAUNCHES REDESIGNED WEBSITE**

Mobile-ready site offers tailored content for U.S. and Canadian consumers

**SALINAS, Calif. – June 27, 2017** – [Mann Packing](#), a leading supplier of washed and ready-to-eat vegetables redesigned its website with new recipes, updated content and a product locator tool.

The look and feel of the new website evokes the quality and consumer solutions that Mann's products have become known for. The light wood and marble palette is on trend and approachable, and the new styling and typeface lends a modern, clean look that demonstrates the company's focus on innovation and its commitment to providing fresh vegetables made easy.

A dedicated Canadian site is accessible from the main site's homepage and at [veggiedmadeeasy.ca](http://veggiedmadeeasy.ca) with country-specific content, products and recipes.

"We use the website for engaging both consumers and customers, so creating a destination that is intuitive and mobile-friendly that showcases our fabulous library of recipes was important to us," said Gina Nucci, director of corporate marketing at Mann's.



“Online searches for recipes are a big driver to a website like ours,” Nucci added. “Our hope is that moms and chefs alike will use the new site as a resource for all their fresh vegetable needs.”

The new [product locator](#) allows users to search for Mann’s products by city, state or zip code. The locator can be accessed on mobile and provides users with specific product availability in their area. If a product is not specified, the locator will list all retail locations that carry Mann’s products within a specified region.

The company will update the website on a regular basis with new recipes, media releases, [Girlfriends Guides](#), videos, and product information.

To promote the website, the URL is included on product packaging and throughout Mann’s social media platforms including [Facebook](#), [Twitter](#) and [Instagram](#).

For more information on Mann’s, visit the new site at [veggiesmadeeasy.com](http://veggiesmadeeasy.com).

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### **About Mann Packing Company**

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables. Headquartered in Salinas, California, Mann’s is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women’s Owned Business Certification from the Women’s Business Enterprise National Council - the most widely recognized and respected certification in the United States for women’s business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.