



## DUDA FARM FRESH FOODS LAUNCHES “DIP IT 2 WIN IT” SWEEPSTAKES

### *New Celery Snacker offers shoppers a chance to win tickets to football’s biggest game in 2018*

**Oviedo, Fla.** (Nov. 28, 2016) – As the holiday season gears up, two things are certain – people will eat, and people will watch football. That’s why [Duda Farm Fresh Foods](#) is announcing the launch of its consumer promotion, [Dip It 2 Win It!](#), which will give foodies and football fans across the U.S. the opportunity to win weekly prizes, including tickets to Football’s Biggest Game in February 2018.

Available now through January, the new Dandy® Celery and Blue Cheese Snack Cups are designed to appeal to people who want convenient and healthy alternatives to their favorite game-watching fare. The new product includes sweepstakes information on-pack to inspire shoppers to engage with the brand online after the initial connection and purchase at retail.

Between now and February 6, weekly winners will receive a \$100 Amazon gift card and the grand prize winner will receive a four-day / three-night trip for two and tickets to the Big Game in Minneapolis on Feb. 4, 2018. The brand expects tens of thousands of entrants to the sweepstakes, which will allow Duda to continue to nurture their consumer database with recipe inspiration, new offers, and content that appeals to their individual lifestyles and preferences.

“We know that celery sales spike during football season, and fresh celery sticks paired with blue cheese dip is already a popular game day staple,” said Dan Duda, president of Duda Farm Fresh Foods. “That’s why we wanted to take it a step further to offer people not only a convenience product featuring our superior quality celery, but also provide them with a special opportunity to win tickets to the Biggest Game in 2018!”

The new flavor joins Dandy’s popular line of snack items released earlier this year, including Celery Snack Cups with Peanut Butter, Ranch, Lite Ranch, and Sriracha Ranch Dips. Consumer data indicates that millennials snack three times a day and that convenient, on-the-go snack options are the top choice for millennial parents; therefore Duda Farm Fresh Foods is committed to continued innovation in the snacking category.

For more information about *Dip It 2 Win It!* or Dandy Celery and Blue Cheese Snack Cups, please visit <http://www.dipit2winit.com>.

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### **About Duda Farm Fresh Foods**

Duda Farm Fresh Foods is a leading grower, shipper, processor and marketer of a wide range of fresh vegetables and citrus with primary locations in Florida, California, Arizona, Georgia and Michigan. The

company is a wholly owned subsidiary of A. Duda & Sons, Inc., a family-owned, diversified land company headquartered in Oviedo, Fla. [www.dudafresh.com](http://www.dudafresh.com)

**Images:**



[Dip It 2 Win It! Promotional graphic]



[Dandy Celery and Blue Cheese Snack Cups]