



**FOR IMMEDIATE RELEASE**  
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(SALINAS, CA) Steinbeck Country Produce will change its marketing identity to ***Nature's Reward*** in an effort to capitalize on its consumer brand name recognition and standing within the produce industry, effective immediately. A newly-designed website will launch in conjunction with the name change.

"While the company name 'Steinbeck Country Produce' is widely recognized, our brand "Nature's Reward" has become even more identifiable within the industry and to consumers. To that end, we are streamlining our efforts to focus on the strength of the brand. "Nature's Reward" has become the standard for premium quality Western vegetables and strawberries, so it makes sense to make our company identity one and the same," explained Chris Huntington, company CEO.

The new [naturesreward.com](http://naturesreward.com) website will feature increased ease of navigation and provide in-depth product specifications for customers and consumers. For convenience, customers will be able to easily contact the sales team with questions pertaining to quality, availability, or other desired information. The company soon plans on releasing new consumer recipes and usage ideas for its products, particularly for the color cauliflower category and Romanesco.

Company emails will convert to [name@naturesreward.com](mailto:name@naturesreward.com) to reflect the change as well.

"We are excited to bring our marketing efforts all under one umbrella," said Larry Ryan, Vice President of Marketing and Business Development. "The Nature's Reward label has become so widely known it makes perfect sense to capture its strength in all of our correspondence and marketing."

One of the few remaining family-owned and operated growing/shipping operations with headquarters in the Salinas Valley, Nature's Reward ships year-round from Salinas and Oxnard, California and Yuma, Arizona. We offer iceberg lettuce, cauliflower, color cauliflower, Romanesco, broccoli, romaine hearts, leaf lettuces, celery, strawberries and mixed vegetables in the Nature's Reward label.

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