



By Maura Maxwell

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## California Giant taps into specialist diet market

Berry marketer's collaboration with well-known food blogger taps into vegan shoppers' preferences



California Giant has teamed up with Duda Farm Fresh Foods, Natural Delights Medjool Dates and vegan blogger and author Kathy Patalsky to create a series of deserts for those living a vegan lifestyle.

The recipes have been compiled into an e-book and distributed to those in databases of each of the three companies along with Patalsky's followers.

For the past couple of years, the Watsonville-based berry marketer has distributed recipes to shoppers looking for vegan, gluten-free, food waste-free and low-calorie options in response to

demand from consumers with different types of eating style.

"We enjoy partnering with other companies and innovative bloggers like Kathy at Healthy Happy Life to create and distribute inviting recipes focused on the many different eating styles people have today whether by choice or for health reasons," said Cindy Jewell, vice president of marketing.

"I love working with brands that understand the power in directing their message to a specific audience and find my readers respond much more enthusiastically

when content and recipes fit their niche preferences, said Kathy Patalsky, author of Healthy Happy Life.

"My audience is not 100 per cent vegan by any means, but they come to me for plant-based inspiration. It feels like a perfect fit to bring fresh produce brands like California Giant, Natural Delights, and Duda to my readers in a valuable way, and we've done just that with the vegan e-books."