

Woodland Foods rebrands as Woodland Gourmet

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Woodland Foods, a leader in the speciality ingredients market since 1989 announces its rebranding to Woodland Gourmet. This strategic change not only reflects the company's growth and steadfast commitment to excellence but also aligns with its enhanced value proposition that focuses on collaborative innovation, a broad assortment of global products, and flexible operations.

Dawn Rasmussen, Chief Revenue Officer of Woodland Gourmet, expressed enthusiasm about the rebrand saying, "For over three decades, Woodland Foods has been at the forefront of culinary innovation and a trusted partner in the food industry. As we step into a new era with Woodland Gourmet, we remain dedicated to the same values of quality, operational excellence, and customer-centric innovation but with an even greater focus on crafting bespoke culinary solutions that meet the evolving needs of our diverse customers."

In addition to the name change and the new site www.woodlandgourmet.com, the rebrand establishes Woodland Gourmet as the overarching brand with D'allesandro and Woodland Ingredients, catering to Foodservice and Industrial channels respectively. Working closely with food service experts, industrial partners, and retail brands, Woodland Gourmet is committed to developing customised solutions that address specific culinary challenges and market opportunities within these channels.