



## No. 1 Brand in Local Salads Launches in Dierbergs Markets

*BrightFarms' line of Innovation Greens now available at Dierbergs Markets in St. Louis County*

**ROCHELLE, IL (Dec. 18, 2018)** – BrightFarms, the No. 1 brand of locally grown packaged salads, will hit shelves at [Dierbergs Markets](#) in greater St. Louis this December. BrightFarms grows salad greens and herbs sustainably in hydroponic greenhouses to supply consumers with year-round local produce.

BrightFarms will supply all Dierbergs stores with its unique line of innovation produce grown at its Rochelle, Illinois greenhouse. BrightFarms' innovation products are new lettuce varieties not typically found in U.S. supermarkets. Through its controlled hydroponic greenhouses, BrightFarms is able to bring innovative products to market in a relatively short amount of time and can offer these locally-grown products year-round.

The close proximity of the Rochelle greenhouse to Dierbergs stores will ensure fresh, great-tasting salad greens that are delivered within 24 hours of harvest. Additionally, all of the company's salad greens are pesticide free and are certified non-GMO.

"It is our mission to provide consumers with fresh, delicious and nutrient-rich local produce," said Paul Lightfoot, CEO of BrightFarms. "Because we grow locally and deliver to stores within 24 hours of harvest, we can grow more tender varieties that taste better and suit the varied tastes of today's consumers."

The following [BrightFarms products](#) will be available at Dierbergs stores:

- Sunny Crunch
- Fresh Kick
- Happy Beet
- Sunny Spring
- Arugula Lover's
- Spinach & Romaine
- Baby Kale Trio

BrightFarms operates greenhouses in Rochelle, Il.; Wilmington, Ohio.; Culpeper, Va., and Bucks County, Pa. to provide supermarkets with a consistent supply of locally grown produce. BrightFarms' salad greens are sold in leading retailers around the country including Walmart, Ahold-Delhaize and Albertsons.

For more information about where to purchase BrightFarms, visit [www.brightfarms.com](http://www.brightfarms.com).

### About BrightFarms

BrightFarms grows local produce, nationwide. BrightFarms finances, builds, and operates local greenhouse farms in partnership with supermarkets, cities, capital sources, and vendors, enabling it to quickly and efficiently eliminate time, distance, and costs from the food supply chain. BrightFarms' growing methods, a model for the future of scalable, sustainable local farming, uses far less energy, land and water than long distance, centralized and field grown agriculture. Fast Company recognizes BrightFarms as "One of World's 50 Most Innovative

# BRIGHT FARMS®

GROWN *for* LOCALS!™

Companies” and one of the “Top 10 Most Innovative Companies in Food” in the world. For more information, please visit [www.brightfarms.com](http://www.brightfarms.com).

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