Udi’s Foods Turns to Fans to Rename Company

DENVER (PRWEB) — Udi’s Foods, Denver’s most successful, local family-owned food company, is undergoing a complete rebranding, including a name change. The iconic brand known locally for its artisan bakery, restaurants and cafes, and catering business, and nationally for creating the first-ever delicious gluten-free products, is stepping aside to give their fans the opportunity to create a name that best represents the next chapter for the company.

The public can visit http://www.renameudis.com [1] to submit their best suggestion for the Udi’s new name. The site includes an entry form with the option to upload videos, to share image, and to provide a short rationale for their suggestion. The naming contest will run through February 10th. The Bar-on family will then select their favorite three names before turning it back over to the public to vote on the winning name from February 17th – February 28th.

Prizes will be awarded to the top three finalists. The grand prize is party for 20, worth up to $1,000, the second-place prize is $300 and the third-place prize is $150 to use at restaurants, café, farmer’s markets or catering. In addition, the finalists will be invited to a brand party unveiling the name and to parties at each of the restaurant and cafe locations as the name is rolled out.

“Udi’s Foods was created with family and community in mind. Putting control in the fans’ hands is a natural extension of our brand,” said Etai Bar-on, CEO, Udi’s Foods.

The renaming is a celebration of Udi's success. As part of the sale of the gluten-free business in July 2012, Udi's Food must rename all the businesses still owned and operated by the Bar-on family by July 2014. This includes 10 restaurants and cafes, Colorado's largest artisan bakery and the catering company.

“The gluten-free business was created as a means to reinvest and grow our original businesses. We always knew that the greatest value of the gluten-free products was in the name,” said Bar-on. “Now that the life cycle of the gluten-free business is complete, we have an incredible opportunity to use those resources to support the seemingly infinite number of opportunities that lay ahead for our company, soon to be known by another name.”

Udi's Foods will announce the new company name and logo via their website and social media communities at 9am on Wednesday, April 2nd. The company will then start a series of celebrations at each of their locations as they spend the next few months saying goodbye to the Udi's brand and hello to the new brand. The final good bye, which will be a New Orleans style funeral for the brand will be held the last week of June.

About Udi’s Foods Inc.
Udi's Foods was founded in 1994 in Denver, Colo. by Udi Baron and his wife Fern,

From a small and thriving catering business was born a multifaceted foodservice company that includes restaurants and cafes, an artisan bakery, farmer's market bakery stands, and catering company. Today Udi's Foods employs more than 500 people in the greater Denver Metro area. After swiftly growing two natural foods brands, Udi's Gluten Free and Udi's Granola, in 2012 Udi's Foods sold both of these bakeries and their brand name "Udi's" to Smart Balance, (Boulder Brands) for $125 million. Udi's Foods brands is a privately held, family-run company dedicated to creating real food and individualized service, which together contribute to customers, employees' and families' wellbeing. For a complete list of Udi's cafes, restaurants and bakeries, visit http://www.udisfood.com *[2].*

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