

FFC Holdings, LLC announces name change to “Simply Fresh Foods”

December 1, 2014

Cypress, CA – FFC Holdings, LLC, a local food producer doing business as “Fresh Food Concepts”, announced today that they are changing their name to “Simply Fresh Foods”, effective January 1, 2015.

Company officials said the change to better reflect what the company does. “This is a positive change with a name that will quickly communicate our focus on fresh, refrigerated products for which we are known,” said Dale Jabour, President.

“Importantly, this is a name change only and does not reflect any change in ownership. Our tax I.D. status remains unchanged.”

The name change allows the company to communicate its focus on salsas, dips, layered dips, hummus and seafood salad. “We find reward in knowing that we bring a pleasurable eating experience to our customers, our consumers and their families,” said Jabour.

Officials expected the name change to reflect a new path forward focused on what the company delivers to its customers and consumers – fun and flavorful products that provide rewarding eating experiences.

About Simply Fresh Foods, formerly Fresh Food Concepts

With headquarters in Cypress, California and a production facility in Buena Park, California, the company has a heritage of producing authentic Mexican salsas for the last 30 years and is an innovator in refrigerated layered dips, dairy dips, hummus and salads.

The company sells its products under the brand names that include Rojo’s Salsa, Rojo’s Layer Dips, San Francisco Foods Company Salads & Dips, and Sassi Fresh Dips. The company ships its products primarily to Food Retailers and Distributors throughout the U.S.

Contact

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