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*Armstrong Associates Creates New Brand Identity &
Website for Culinary Farms*

Santa Rosa, CA – December 18, 2008 – Armstrong Associates, a marketing communications agency based in Santa Rosa, California, has created a new corporate identity and website for Culinary Farms.

Culinary Farms of Woodland, California, is a food ingredient manufacturer that specializes in the production of dried tomatoes and authentic Mexican Chiles.

The marketing communications objective was to align Culinary Farms' brand identity, image and messaging with the company's expanded marketing goals while emphasizing the flavorful nature and high, natural integrity of their chiles and tomatoes.

Culinary Farms' redesigned website incorporates the look and feel of the new identity and serves as an informational resource for the food manufacturing and foodservice industries with recipes and application suggestions, regional and varietal chile charts and product data sheets. Future website additions will include a video on the drying and harvesting process of their California-grown tomatoes. For more information visit www.culinaryfarms.com.

Armstrong Associates is a full-service branding and marketing communications firm that produces results-focused marketing solutions for their local and international clients. Established in 1979, the company's services span the entire range of branding and marketing communications, from strategy through implementation and evolution. Their clients include Beam Global Spirits & Wine, Voltage Valet, Quattrocchi Kwok Architecture, Redwood Empire Food Bank, Moss Adams LLP, SupHerb Farms, Pinnacle Homes, and M. A. Silva Corks. To learn more about Armstrong Associates' capabilities visit www.ArmstrongCreates.com.



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