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GOTHAM GREENS LAUNCHES NEW LINE OF SALAD KITS IN FAN-FAVORITE FLAVORS

NEW YORK (Nov. 15, 2023) – [Gotham Greens](#), an indoor farming company and fresh food brand, announces the launch of its new line of salad kits, available in three popular varieties: Green Goddess, Southwest Ranch and Caesar. Gotham Greens Salad Kits are packed with fresh ingredients, including Gotham Greens greenhouse-grown lettuce and fresh flavor-filled toppings and dressings, for convenient home-cooked meals or lunches on the go. The Salad Kits are now available at select Kroger and Jewel-Osco stores, with additional distribution in early 2024.

“Gotham Greens is well known for our high quality, longer lasting leafy greens and our line of fresh, flavorful salad dressings, and this new portfolio addition combines both elements for a quick and easy meal solution made with premium-quality salad greens and delicious flavors that consumers crave,” said Viraj Puri, Co-Founder and CEO of Gotham Greens. “At Gotham Greens, we want people to enjoy fresh greens throughout the day, and we remain committed to bringing consumers the best-tasting, most flavorful fresh foods in the category. What sets us apart from the competition is quality and flavor, from the greens that we grow to the ingredients that we use in all our products, and we hope that consumers can sense that commitment to taste, quality and sustainability in every bite.”

The salad kits will help meet growing consumer demand for convenient meals and offer a fresh spin on flavors. Gotham Greens has a unique position in the market with the best-selling Green Goddess dressings in the U.S. Fans of the brand's dressing will appreciate the distinctive Green Goddess Salad Kit for its herbaceous flavors and differentiation in the salad kit market.

The full product line includes:

- **Green Goddess Salad Kit:** An herb-forward, bright blend featuring Gotham Greens Green Leaf Lettuce, Gotham Greens Green Goddess Dressing, Roasted Pepitas, Cranberries & Crispy Puffed Quinoa.
- **Southwest Ranch Salad Kit:** A spicy, hearty mix featuring Gotham Greens Green Leaf Lettuce, Jalapeño Ranch Dressing, 4-Cheese Blend and Chili Lime Tortilla Strips.
- **Caesar Salad Kit:** An umami-filled classic with an herby twist, featuring Gotham Greens Green Leaf Lettuce, Caesar Dressing, Shaved Parmesan Cheese & Crumbled Herb Focaccia Croutons.

For more information on Gotham Greens, its greenhouses and its products, please visit [gothamgreens.com](#). Product images are available [here](#).

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ABOUT GOTHAM GREENS

Gotham Greens is an indoor farming company and a fresh food brand on a mission to transform the way we approach our food system, putting people and the planet at the forefront. Gotham Greens produces and delivers long-lasting and delicious leafy greens, herbs, salad kits, dressings, dips, and cooking sauces all year round to retail, restaurant, and foodservice customers. A Certified B Corporation™, Gotham Greens sustainably grows high-quality produce using up to 90% less water and 97% less land than conventional farming through its national network of climate-controlled, high-tech greenhouses across America, including locations in New York, Illinois, Rhode Island, Maryland, Virginia, Colorado, California, Georgia and Texas. Since its launch in 2011, Gotham Greens has grown from a single urban rooftop greenhouse in Brooklyn, N.Y., to one of the largest hydroponic leafy green producers in North America with more than 40 acres (1.8 million square feet) of greenhouse production. Gotham Greens products are available in more than 6,500 locations nationwide, including Whole Foods Market, The Kroger Co., Sprouts Farmers Market, Albertsons, Target, The Fresh Market, FreshDirect, AmazonFresh and more. For more information, visit [gothamgreens.com](#).

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