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## **Service Foods Launches New Interactive, User-Friendly Website**

*The redesigned site ServiceFoods.com simplifies the reorder process and provides customers with better access to nutritional information and free health resources*

ATLANTA, June 22—Service Foods, a leading provider of organic and all-natural foods for home delivery, announced today the launch of its newly designed website, [www.ServiceFoods.com](http://www.ServiceFoods.com). The debut of the new site follows with CEO Keith Kantor's strategy to invest significant company resources into marketing efforts to better interact with customers through tools like social media, video, audio and printed newsletters.

"We are delighted that our enhanced website will allow us to better engage with and educate our customers," said Kantor. "The website's user-friendly, interactive capabilities embody our customer-focused marketing efforts, and I'm confident that both old and new visitors to the site will find that it is informative and helpful."

One of the primary goals of the redesigned ServiceFoods.com site was to provide customers more detailed information on the company's gourmet, all-natural products. Now, every product, including the company's USDA Prime and Top Choice beef, Grade-A poultry, Super-Select pork, milk-fed veal, fresh lamb, and Sashimi-Grade seafood, is showcased in a full-color photograph and accompanied with complete nutritional information. Additionally, every product specifies whether or not it contains gluten, dairy, corn and peanuts to help customers affected by these common food allergens make safe and healthy food purchases. Customers will also find that the new site had made reordering products easier and more convenient.

Another major emphasis in the redesign was making Service Foods' variety of free health resources more accessible to customers. Videos available on the site allow customers to see the staff's registered dietitian Dana Yarn discuss nutritional pointers, as well as cooking demonstrations from professional chef Mike Monahan. Customers will also find several educational reports detailing the link between eating right and staying healthy, along with tips from staff fitness consultant Kim Kantor and faculty registered nurse Karen DeFiore. In addition, the homepage includes links to Service Foods' official Facebook, Twitter, YouTube and Flickr pages.

"The newly redesigned Service Foods website is a one-stop shop for high-quality food and helpful health and fitness information," explained Kantor. "It's a full-service approach that gives our customers even more value."

## **About Service Foods**

Service Foods offers a full line of organic and all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit [www.servicefoods.com](http://www.servicefoods.com).

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