



Fresh Produce.  
*Delivered.*

News Release

## Front Door Farms Launches Free Produce for a Year Sweepstakes at San Francisco's Bay to Breakers

*Front Door Farms is at Bay to Breakers Expo booth #312 offering a chance to win free produce for a year!*

**SALINAS, Calif. – May. 15, 2014** – Front Door Farms, LLC is excited to exhibit at the 2014 Bay to Breakers footrace this weekend in San Francisco. Front Door Farms will be on location at official Bay to Breakers events promoting its new online fresh produce delivery service and offering Northern California residents a chance to win free produce for a year.

“Bay to Breakers is a signature San Francisco event and we are excited to engage with the Bay Area community about our new way to shop fresh produce,” said Brian Modena, President of Front Door Farms. “Active lifestyles and outdoor activities go hand in hand with a healthy diet that includes lots of fresh fruits and vegetables.”

Racers and residents can visit the Front Door Farms booth (#312) at the official Bay to Breakers race Expo and Finish Line Festival to enter for a chance to win. Three lucky people will receive free produce for a year, with one winner selected at the end of each of the festival days (Friday, Saturday and Sunday).

### WHERE TO FIND FRONT DOOR FARMS THIS WEEKEND

#### EXPO LOCATION

San Francisco Concourse & Exhibition Center  
635 8th Street  
San Francisco, CA 94103  
**BOOTH #: 312**

#### EXPO TIMES

Friday, May 16: 11:00 am to 7:00 pm  
Saturday, May 17: 9:00 am to 5:00 pm

#### FINISH LINE FESTIVAL

Ocean Beach  
(Adjacent to Golden Gate Park)  
Sunday, May 18: 10:00 am to 12:00 pm

In addition to promoting the sweepstakes, company President Brian Modena will be on location to talk with the community about the new summer produce varieties coming into the online store and a new subscription model planned for launch this summer.

*FrontDoorFarms.com*



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“Since FrontDoorFarms.com launched in early January, customers have enjoyed the convenience of being able to shop our extensive assortment of farm fresh produce for home delivery without a monthly commitment,” said Brian Modena, President of Front Door Farms. “We are expanding our service with the introduction of an easy to use subscription model that will allow our customers to build custom orders and schedule delivery intervals that fit their lifestyle.”

Front Door Farms will also be showcasing their exclusive cold chain management technologies and demonstrate how customers can conveniently order online anywhere from any device.

Front Door Farms invites Bay Area residents and the media to visit their booth (#312) at the Bay to Breakers Expo and Finish Line Festival to learn more about the company and its mission to bring the farm to your front door.

More information can be found at [FrontDoorFarms.com](http://FrontDoorFarms.com) or on the company’s Facebook, Twitter or Pinterest pages. Also, healthy living tips, recipes and nutritional information can be found on the [FrontDoorFarms.com](http://FrontDoorFarms.com) Healthy Living blog.

#### **About Front Door Farms**

Front Door Farms provides fresh produce delivered direct to consumers and businesses. Working with local farmers across all major fruit and vegetable categories allows us to deliver optimal ripeness, freshness and quality, while following stringent food safety guidelines and sustainable business best practices. Front Door Farms offers a convenient and easy way for people to live healthier lifestyles. For more information, please visit [FrontDoorFarms.com](http://FrontDoorFarms.com).

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**Contact:**      **Brian Modena**  
*Front Door Farms, LLC*  
831.250.0803  
bmodena@FrontDoorFarms.com

**Geoff Johnston**  
*MJR Creative Group*  
559.499.1930  
geoff@mjrctg.com

**NOTE TO EDITORS:** If you would like additional information on Front Door Farms, LLC and its products, please visit the Front Door Farms News Room at <http://www.frontdoorfarms.com/pages/press>. All prices noted are in U.S. dollars and are valid only in the United States.

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