

Peri & Sons retools its website

By Ashley Bentley
Staff Writer

Yerington, Nev.-based Peri & Sons Farms is using a retooled website to stay in contact with its customers and consumers of its onions.

The revamped site, at www.periandsons.com, showcases the company's growing history, which goes back more than 100 years, and the company's focus on food safety and traceability, according to a news release.

Trade-related and consumer-related information are organized separately on the site.

In the trade section, Peri & Sons' customers have access to information about products, services and industry-related information that is only available to registered mem-



Peri & Sons Farms aims to stay connected via its revamped website at www.periandsons.com.

bers of the website.

The company also plans to announce seasonal promotions and special offers available to members, as well as real-time

account information, according to the release.

The consumer area includes recipes that use white, yellow, red and sweet onions, all of

which Peri & Sons grows, as well as selection, handling and storage tips.

Consumers can also sign up for members-only information, which for them includes membership in the company's Onion Obsession club and periodic onion information, recipes and promotional items, according to the release.

"We want communication to be a two-way street," Teri Gibson, marketing and customer relations manager for Peri & Sons, said in the release.

"We are always interested in what our customers and consumers have to say, so we have provided numerous opportunities throughout the site to submit questions or concerns."

Sun World, Pandol Bros. give salad bars to school

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