

# OrganicDirect.com Start Organic Food Home Delivery Services to New York and New Jersey Customers

NEW YORK, N.Y. – July 17 (SEND2PRESS NEWSWIRE) – Organic food is the new buzzword among people concerned about health and the environment. And, a newly launched web site, OrganicDirect.com, makes eating better easier than ever while promoting consumer consciousness. OrganicDirect delivers organic, vegan, and healthy food right to the customer's front door.



Send2Press Newswire

Their online shopping and delivery service supplies New York and New Jersey with certified organic groceries, herbicide-free fruits and vegetables, natural baby foods, prepared meals, and more.

Previously, OrganicDirect ([www.organicdirect.com/index.php?rL=pr](http://www.organicdirect.com/index.php?rL=pr)) sold only to gourmet stores and supermarkets, but with the new web site, online shoppers in New York and New Jersey can now benefit from competitive prices and home-delivery services as well.

OrganicDirect.com's service is perfect for busy moms and dads, students, the elderly and home bound – basically, anyone who wants their families to enjoy the benefits of organic groceries and pollution-free produce without the additional expense and hassle of seeking it out.

For example, parents can place orders for their children and request college-dorm deliveries. Money is going to nutritious food to help them through exam crunch time rather than being wasted on beer.

People can also place orders for homebound or frail elderly parents even if they live far away from their loved one.

OrganicDirect.com gift certificates are also becoming popular for expecting or new moms who have little or no time on their hands.

“Since we deal directly with the manufacturer, we are able to offer faster, cheaper and fresher products,” Vladimir Grinberg, co-owner, OrganicDirect.com, explained. “It’s faster because we deliver right to the customer’s door; it’s cheaper and fresher because we cut out the middleman and food is not sitting on shelves for weeks on end.”

People are busy and finding the time to go to the store only to be disappointed by a limited selection of organic groceries and produce can be frustrating. This often leads to impulse buying and a low quality, unhealthy

diet.

“Challenging this nutritional deterioration is at the core of OrganicDirect.com’s mission,” Grinberg said.

The company’s product list consists of everything from organically-grown fruits and vegetables to natural dairy; free-range meats and poultry; cereals and snacks; prepared meals and more. New products are being added everyday and a range of organic baby food, cleaning and personal hygiene products are also now available.

OrganicDirect makes every effort to tailor services to specific diets including: vegetarian, vegan, gluten and wheat-free regimens.

While OrganicDirect is at the forefront of the “green” movement, they are not green to the business. The company launched its web site after six years of serving wholesale consumers.

OrganicDirect.com is a model discount club for organic-food lovers. It does not require a membership fee and is open to anyone interested in purchasing quality, organic and natural products. No weekly commitment is necessary; customers order what they like and are in control of cost and products.

Additionally, OrganicDirect.com exclusively features EcoMeal – a manufacturer and packer of organic yogurt, sour cream, milk, cheeses, eggs and grains. All EcoMeal dairy items are produced at small, local family farms in New York and Pennsylvania.

OrganicDirect also operates the Organic Grill ([www.TheOrganicGrill.com](http://www.TheOrganicGrill.com)) and bakery. As a result, all prepared savory and bakery items such as organic cakes and pastries that are listed on the web site are fresh and created daily by their in-house chef.

First-time customers will enjoy a complementary bottle of organic wine or organic cake. Who can resist?

For more information, visit: [www.organicdirect.com/index.php?rL=pr](http://www.organicdirect.com/index.php?rL=pr)

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