

FOR IMMEDIATE RELEASE

September 5, 2023



Yelloh™ Launches New Look with Website and Mobile App

Yelloh's new digital assets mark key milestone as part of the company's brand and operational transformation

BLOOMINGTON, Minn. – Yelloh announced today the company has officially rolled out [Yelloh.com](https://www.yelloh.com) and the new Yelloh mobile app for customers to order their favorite frozen meals and treats. The launch of these new tools is a pivotal and exciting moment for the company's transformation as it officially replaces the website and app under the company's former brand, Schwan's Home Delivery.

"Our new website and mobile app are an exciting step as we drive full speed ahead with Yelloh. While it may look different, we will continue to deliver the delicious, high-quality, frozen foods our customers have known and loved for more than 70 years," **Bernardo Santana, Chief Customer Officer** said. "The launch of these new tools will not change the seamless and dynamic ordering experience our customers are accustomed to. The refreshed look builds on our momentum as we continue to evolve to meet customers where they are in a modern way."

Here's what customers can expect:

- Customers visiting Yelloh.com will keep their same online account but will need to sign in when visiting the site for the first time.
- Customers who previously downloaded the Schwan's Home Delivery mobile app will simply need to update the app and sign in again.

In addition to the rollout of these new digital channels, the company's [Facebook](#), [Instagram](#), [Pinterest](#), and [LinkedIn](#) accounts continue to relaunch under the new Yelloh brand. Today's announcement follows a series of key milestones in the company's transformation – from embarking on the company's largest [digital transformation](#) to accelerating the [digital customer experience](#). In 2022, as part of its commitment to reinvention, the company [boldly announced its vibrant new name](#), Yelloh, a friendly greeting that also pays homage to the company's iconic yellow delivery vehicles.

As Yelloh continues its commitment to reinvention, customers can still expect exceptionally delicious frozen food and extraordinary experiences rooted in the company's pioneering 70-year legacy.

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About Yelloh

Yelloh, formerly known as Schwan's Home Delivery, has a renewed passion for bringing frozen convenience to neighborhoods across America. With quality service and hundreds of appetizing eats, there are options fit for every taste and occasion including premium meats, meals, snacks, and treats. From Marvin Schwan's first yellow truck to our modern-day fleet of Yelloh freezers-

on-wheels, we've been pioneering frozen food delivery for over 70 years. Based in Minnesota, the company employs about 2,500 dedicated workers in more than 200 local hubs, delivering nationwide to its dedicated customers in iconic yellow trucks and via direct ship. To learn more or start shopping and fill your Freezer Full of Happy, visit [Yelloh.com](https://www.yelloh.com).

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