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FOR IMMEDIATE RELEASE:

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Wade's Dairy Wraps up Home Delivery Service at the End 2020

BRIDGEPORT, CT (November 29, 2020) – Family owned and operated Wade's Dairy, Inc. located in Bridgeport, CT had become one of the good news stories of the Pandemic in 2020. The Wade family decided to resurrect their long-shuttered home delivery service at the end of April 2020 to help the community through COVID 19 challenges.

With folks getting back to school and work and with the numerous food delivery services now available, Wade's has determined to turn their focus back to their core wholesale business and will end the Home Delivery division on December 4, 2020.

Doug Wade shares, "Our Great Grandfather; Frank Henry Wade started delivering fresh milk in 1893 and we continued in his footsteps until 1992 when we ceased our original home delivery service.

We had a rather good run delivering to homes for 100 years, but consumer habits changed, and money was saved picking up milk with the groceries at a store.

Fast forward twenty eight years and with the pandemic shutting down our state and most of the country, our phone lines start lighting up with people looking for home delivery. You asked and we responded.

Publicity from a Wall Street Journal article and then a CNN news report brought us national attention and 300 home delivery customers in a short period of time. It seemed like home delivery was going to be the next big thing, however the trend started to shift in late May as people felt safe to once again venture out into the stores to do their shopping.

We have been honored to provide this service to all of you, however the time has come to say goodbye once again to this throwback from an earlier time. The entire Wade family was profoundly grateful to be able to serve our community during these unusual times."

Rest assured Wade's Dairy will be around for many years to come serving schools and wholesale customers. And they are pleased to continue to partner with The Farmers to Families Food Box Program and local hospital food drives to help families in need.