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HANFORD'S SUPERIOR DAIRY SOLD TO LOCAL ZONNEVELD FAMILY: A NEW CHAPTER BEGINS



By [Francisco Ramirez](#) | March 27, 2025

HANFORD, CA — The City of Hanford has unveiled big news: the **Zonneveld family**, a respected local dairy family, has purchased **Superior Dairy**, often celebrated as the most iconic business in the city's **134-year legacy**. Nestled at **325 N. Douty St.**, next to Hanford City Hall, this beloved spot holds a special place in the community.

The transaction came into the spotlight earlier this week after a local real estate agent **spilled the beans on social media**. The Zonnevelds have shared with the City their dedication to **"honoring, preserving, and building upon the tradition of Superior Dairy,"** promising to keep the classic products that have won over residents and visitors alike for decades.

According to a release, the family is **thrilled to roll out their vision for the future** as they fine-tune their plans. With a rich history in [Kings County](#), the Zonnevelds had been eyeing the property **long before it went up for sale in October 2024**.

"We're going to invest in the facility and its history to make something that's special for the community," the family said. "We grew up going to Superior, and over time we recognized it not only aligned with our larger business plans, but also our love of dairy products, great [food](#), and



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connecting with a wonderful community that our family has called home for four generations."

What Could the Future Hold?

While Superior Dairy has remained a local treasure, some wonder: **What might it have been lacking under its former owners?** And what new elements could the Zonneveld family introduce to enhance its **storied reputation?**

Could we see **expanded flavors, modernized branding**, or even **community events** that celebrate Hanford's dairy heritage? The Zonnevelds' deep roots in agriculture and their passion for quality suggest exciting possibilities.

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