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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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