

Reichel Foods Dippin' Stix



● Reichel Foods Inc. unwrapped a new package design for its Dippin' Stix product line, which includes 100-calorie Sliced Apples & Caramel dip. The company eliminated the previous paperboard carton portion, and instead, provides an attractive package allowing consumers to see the food inside the package through the use of printed film technology, according to the company. The new packaging — which reduces materials for each unit by 71 percent — also provides an informational label on the back of the product tray, the company stated.

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