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Dippin' Stix offers new flavors

01/17/2013 2:30:13 PM

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Reichel Foods

New flavors in the Dippin' Stix line of produce snacks from Reichel Foods include Celery Stix & Peanut Butter, Celery Stix, Peanut Butter & Raisins, Sliced Apples, Peanut Butter & Chocolate and Sweet Gala Apples & Tajin.

The new Dippin' Stix flavors from Rochester, Minn.-based Reichel Foods offer a childhood classic and a zesty twist.

The four new flavors of single-serving snacks include:

- Celery Stix & Peanut Butter;
- Celery Stix, Peanut Butter & Raisins Ants on a Log;
- Sliced Apples, Peanut Butter & Chocolate; and
- Sweet Gala Apples with Tajin.

They're packed 12 to a case and include a full serving of produce with dip in each package.

"Our research and development team is always working with new and healthy flavor combinations," says Craig Reichel, president and chief executive officer, in a news release. "Consumers are looking for variety and

convenience; so the introduction of these new value-added celery and apple products is continuing to give consumers what they want."