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Dippin' Stix adds pineapple Tajin snack pack

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Reichel Foods

Pineapple with Tajin Dippin' Stix retail for \$1.49-1.99 for a 3.3-ounce snack pack.

Rochester, Minn.-based Reichel Foods has a new flavor in its Dippin' Stix lineup — Pineapple with Tajin.

The single-serving pack include 3.3 ounces of pineapple bites and a 0.05-ounce sachet of Tajin chili and lime seasoning. Tajin is popular with Hispanic consumers and Reichel Foods plans to target this market, said Greg Wilson, vice president of sales and marketing.

"It does have a broad appeal as well," he said.

Reichel Foods started shipping the snack packs in mid-May, Wilson said. They're available nationwide, and they retail from \$1.49 to \$1.99.