

# Dippin' Stix packs lose paperboard

By David Mitchell  
Senior Writer

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Reichel Foods Inc. has eliminated paperboard from its single-serving Dippin' Stix products.

"It's about sustainability," said Greg Wilson, national sales director for Rochester, Minn.-based Reichel. "We wanted to be more environmentally friendly. This product has 71% less packaging material by weight. Consumers are demanding less packaging."

Dippin' Stix has seven stock-keeping units. The items include 2 ounces of either fresh-cut apples or carrots and 3/4 of an ounce of various dips.

Wilson said the new packaging is made from recycled materials, and the changes should not affect product shelf life. He said the company's apple products last up to 27 days, and the carrots last up to 30 days.

Wilson said the redesigned packaging will be rolled out in October and will be on display during the Newark, Del.-based Produce Marketing Association's Fresh Summit convention Oct. 24-27 in Orlando, Fla.