

Reichel Foods launches new packaging for Dippin' Stix

Reichel Foods of Rochester, MN, has launched a fresh new package design for its Dippin' Stix product line.



The new package uses printed film technology with only a small informational label on the back of the product tray, reducing the packaging material for each unit by 71 percent. “We want to provide a simple, attractive package that

allows consumers to see the value of what they are buying, while contributing to the sustainability efforts of our customers,” said Craig Reichel, president & CEO of the company, in a release. The new package size meets the USDA school lunch recommended serving for fresh produce. ☑