

Reichel Foods expands Dippin' Stix® line with new flavours!

Fresh-cut produce snack producer, Reichel Foods, is pleased to introduce four new single serve products to its line of Dippin' Stix®. Apples & Caramel with Greek Yogurt chips; Apples & Caramel with Peanuts & Chocolate; Sweet Gala Apples & Caramel with Peanuts and Celery Stix & Ranch Dip will be available to retailers and distributors nationwide in late April. These products are sure to bring excitement and strong sales to retailers looking to bring innovative new flavours to their sets.



"Innovation is very important to consumers," says Craig Reichel, President and CEO. "For instance, we've seen Greek yogurt drive sales in other categories. We're proud to be the first to bring this component to the single serve produce snacking category."

The Dippin' Stix line already features other flavours such as; Apples & Caramel, Apples & Caramel with Peanuts, Apples & Yogurt Fruit Dip, Apples & Peanut Butter, Apples & Peanut Butter with Chocolate; Gala Apples & Caramel, Carrots & Ranch Dip, Carrots & Hummus, and Pickles & Bacon Ranch Dip.

Many of the products are gluten free and less than 100 calories. All of the products have sustainable packaging and the longest shelf life in the industry.

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