

Reichel Expands Dippin' Stix Line With New Celery, Apple Products

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Reichel Foods, a leading fresh-cut healthy snack producer, has introduced new products to its line of Dippin' Stix products. Celery Stix & Peanut Butter; Celery Stix, Peanut Butter & Raisins; Sliced Apples, Peanut Butter & Chocolate and Sweet Gala Apples with Tajin Seasoning are a full USDA serving size of produce with a dip. There are 12 single-serve packages per case.

"Our research and development team is always working with new and healthy flavor combinations," says Craig Reichel, president and CEO. "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."

Reichel Foods Inc. was created in 1997 after recognizing the need for an easy, quick snack alternative in today's grab-and-go world. Dippin' Stix is Reichel Food's most popular product line and includes the following products: Sliced Apples & Caramel, Sliced Apples & Caramel with Peanuts, Sliced Apples & Yogurt Fruit Dip, Sliced Apples & Peanut Butter, Sliced Red Apples & Caramel, Carrots & Ranch Dip, Carrots & Hummus, and Pickles & Bacon Ranch Dip.