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Reichel Foods expands the Dippin' Stix line

April 16, 2014

Reichel Foods, a fresh-cut produce snack producer, is introducing 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. The new Dippin' Stix will be available to retailers and distributors nationwide in late April.

"Innovation is very important to consumers," Craig Reichel, president and chief executive officer, said in a press release. "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."

Reichel Foods, Inc. was founded in 1997 after recognizing the need for an easy, quick snack alternative in today's grab-and-go world. For 17 years, Reichel Foods has been the category leader in providing top-quality, fresh-cut healthy snacks for sales nationwide.

The Dippin' Stix line already features these other flavors: 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 fewer than 100 calories. All of the products have sustainable packaging. More information is available at www.reichelfoods.com.



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