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Crunch Pak unveils new sliced apple multi-packs

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Crunch Pak, a leading provider of sliced apples, has launched its new multi-packs. Individual bags of Crunch Pak apples, previously packaged in plastic clamshells, will now be sold in portable plastic bags that have a greater overall design appeal to consumers and buyers alike.



Crunch Pak is dedicated to providing innovative snacking products that are high-quality and meet consumer needs, so creating the bag-in-a-bag was a natural transition for the company. With convenience snacking on the rise, more Crunch Pak products are sold to consumers looking to give their families healthy options that are fun and convenient.

“Our focus has been, and will continue to be, about helping people incorporate healthier snacking options into their everyday life,” Tony Freytag, senior vice president at Cashmere, WA-based Crunch Pak, said in a press release. “We are constantly evaluating our products to see how we can enhance them. So, when we identified a need for more compact packaging, we knew we had to create something to save space in the consumer’s fridge as well as shelf space in the grocery stores.”

Packaging the individual bags of sliced apples into a larger, more breathable bag allows for storage in places the clamshell would not have fit before. The bag-in-a-bag is also easier to transport with the addition of handles, which ultimately makes busy, on-the-go snacking more convenient. High-resolution graphics, featuring Disney and Marvel characters, will also help the bag in a bag to stand out on the shelves and appeal to children of all ages.

“We feel confident that consumers will be eager to get their hands on our new bag-in-a-bag products for multiple reasons,” Freytag added. “We are saving them time by pre-slicing their apples, making the bags portable for on-the-go snacking, and their kiddos will want to enjoy their afternoon snack with their favorite characters. It’s a win-win for everybody.”

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