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Church Bros. redesigns ready-to-use lettuce clamshells

[Church Bros. Farms](#) redesigned its ready-to-use washed and trimmed lettuce clamshells to directly communicate the benefits of these products to consumers. These eye-catching clamshells aim to leave a mark with their bold and colorful graphics along with a new peel and reseal functionality.

Rebranded to highlight their ease of use and variety of applications, these products give consumers 100 percent usable product and reduce kitchen labor while providing a fresh, healthful eating experience. These items offer the ready to use convenience of fully washed and trimmed lettuces. Additionally, the new resealable clamshell reduces plastic use by 30 percent and helps maintain long-lasting freshness across multiple uses.

“The easier it is for consumers to understand what they can do with these ready to use products, the more likely they are to buy into them,” said Vice President of Retail Business Development Alex McCloskey. “A recently conducted national survey found that consumers prefer our new packaging three to one, compared to competitive brands. We wanted this packaging to scream ‘convenience and ease of use’.”

The value-added convenience and versatility of these products make it a unique product line to add to the lettuce category. Church Bros.’ Retail Specialty Lettuce line also includes Petite Romaine and Little Gem lettuces.

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