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Tasteful Selections launches sustainable fiber trays

[Tasteful Selections](#), a specialty potato brand from RPE LLC, remains at the forefront of innovation with its Organic Sea Salt & Herb bite-size potatoes in a new sustainable fiber tray. Later this year, the complete range of micro-trays will incorporate this eco-friendly fiber tray.

With a diverse range of baby potato types and varieties, Tasteful Selections has been a retail and customer favorite for over 12 years and strives to meet consumers' culinary aspirations by offering innovative new products and flavors. Anchored by its sustainability pillars — resource conservation, Green-e Certification, sustainable packaging, organic farming and clean energy — Tasteful Selections maintains its commitment to environmentally responsible practices, ensuring a greener future for all.

“Our packaging solution serves as a remarkable alternative to the current micro tray made from plastic. It is not only compostable and recyclable but also oven-safe and microwaveable, ensuring optimal convenience for consumers,” said Rachel Atkinson-Leach, vice president of brand and category excellence for RPE. “The inclusion of a removable liner enhances the structure of the packaging while making cleanup a breeze. To further emphasize our commitment to eco-friendliness, the fiber used in the packaging is recyclable alongside paper once the film is effortlessly peeled off using the eco-peel tab. It is a truly recyclable, biodegradable, and compostable material.”

The tray itself is composed of a blend of bagasse fiber and bamboo fiber, both of which are PFAS-free, guaranteeing the absence of harmful substances. By adopting this sustainable packaging solution, the company will contribute to a substantial reduction of 209 tons of plastic waste per year. Its unwavering dedication to preserving the environment and delivering superior products drives the company forward, and it said it is excited to bring this game-changing packaging to market.

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