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Tasteful Selections unveils new pack

RPE's [Tasteful Selections](#) unveiled its three-pound, mesh pillow pack — the hot new bag in the potato category. The sleek packaging is designed to showcase premium Honey Gold, Ruby Sensation and Sunburst Blend potato varieties, incorporating convenience and style into the category.

Designed with optimal merchandising capabilities, the mesh pillow pack ensures an elevated retail presentation that gives consumers a clear view of the high-quality produce inside. Currently, three-pound offerings hold the No. 2 item format in the baby potato category, capturing a 14 percent share of pounds. With a remarkable 4 percent growth in pounds year-to-date and a stellar three-year compound annual growth rate of 9 percent, this packaging innovation is set to make waves in the market.

“We believe that packaging plays a pivotal role in the consumer’s perception of product quality and desirability,” said Rachel Atkinson-Leach, vice president of brand and category excellence for RPE LLC. “With the introduction of the three-pound mesh pillow pack, we are not only providing quality packaging for potatoes but a statement of style and convenience. It’s a game changer for retailers and a chance for consumers to really connect with the product.”

Tasteful Selections three-pound mesh pillow packs are available starting March 1 exclusively through RPE. Retailers can elevate their potato category with this convenient packaging solution that showcases premium potato varieties.

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