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## **CRUNCH PAK® LAUNCHES NEWLY DESIGNED PORTABLE SLICED APPLE MULTIPAKS**

**CASHMERE, Wash. (Mar. 7, 2017)** — [Crunch Pak®](#), the leading provider of sliced apples, announces the launch of its new Multi-packs – the Bag in a Bag, available in retailers soon. 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 and will continue to be about helping people incorporate healthier snacking options into their everyday life,” Tony Freytag, Crunch Pak senior vice president, said. “We are constantly evaluating our products to see how we can enhance them – innovation is in our DNA! 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 adds. “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.”

For more information, please visit [www.crunchpak.com](http://www.crunchpak.com), or to order new Bag in a Bag products, email [KristaJ@crunchpak.com](mailto:KristaJ@crunchpak.com).

### **About Crunch Pak®**

Crunch Pak® is the industry leader in fresh sliced apples. Founded in 2000, Crunch Pak® is committed to providing the highest quality organic and conventional sliced apples in the market. Crunch Pak®’s family of brands includes Crunch Pak with Disney and Crunch Pak® Organics. The primary distribution is via retail channels; annually Crunch Pak creates more than 1 billion apple slices at plants in Cashmere, Wash., and New Jersey *One Slice at a Time®*.

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