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FOR IMMEDIATE RELEASE

MANN PACKING REINTRODUCES WINTER HOLIDAY GRAPHICS

Company's vegetable trays get limited time seasonal look

SALINAS, Calif. – November 3, 2016 – Mann Packing unveiled new seasonal graphics for its vegetable trays. The holiday-themed winter graphics are featured on its 18oz and 40oz trays for the U.S. and Canada.

“Seasonal changes and holiday occasions are a perfect opportunity to update and refresh packaging,” said Gina Nucci, director of corporate marketing. “It offers an opportunity to drive incremental sales and velocity during the fall and winter months with secondary displays and it also encourages impulse purchases.” Nucci added, “These fun and classic illustrations of winter will resonate with consumers and really stand out on the shelf.”



The company will be shipping the new-graphic trays 11/14 to Canada and 11/21 in the U.S. Mann's has created incremental sales with winter and summer seasonal graphic vegetable trays for the past 3 years.

For more information on Mann's full line of products, visit veggiesmadeeasy.com, and follow the brand on [Facebook](#), [Twitter](#) and [Instagram](#).

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About Mann Packing Company

Founded in 1939, Mann Packing is an industry leading, third-generation supplier of premium fresh vegetables.

Headquartered in Salinas, California, Mann's is one of the largest suppliers of western vegetables, Broccolini® and sugar snap peas in North America. The firm holds the distinguished Women's Owned Business Certification from the Women's Business Enterprise National Council - the most widely recognized and respected certification in the United States for women's business enterprises. Leading the way in product innovation, environmental sustainability and green supply chain management practices, Mann Packing is consistently vigilant in food safety, employee wellness and quality assurance, making for one of the most trusted brands in the industry.