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FOR IMMEDIATE RELEASE

MANN'S REDESIGNS PACKAGING FOR AWARD-WINNING CULINARY CUTS LINE; ANNOUNCES LAUNCH IN CANADA

Original products will move from clam shells to bags
creating a consistent look and more room on the shelf

Salinas, Calif. – Sept. 27, 2016 – [Mann Packing](http://MannPacking.com) announced newly designed packaging for the two original products in its award-winning Mann's Culinary Cuts® line. The new packaging puts the Sweet Potato Ribbons and Butternut Squash Zig Zags into bags to unify the growing product offerings that now include: Shaved Brussels Sprouts, Cauliflower Cauliettes® and Broccoli Clovers. The full line will be launched in U.S. and Canadian markets with the new look starting October 4, 2016. The products, along with recipes, photos and videos can be seen at culinarycutsclub.com.

Culinary Cuts are a revolutionary line of fresh vegetables cut into distinctive shapes. The convenient vegetables are perfect for a pasta swap, are trending, and free from preservatives and gluten. The veggies are washed and ready-to-eat and versatile enough for multiple uses such as side dishes, stir-fry's, appetizers, desserts and casseroles. Culinary Cuts are the first veggie pasta swap products available nationwide and are backed with promotions and merchandising support to educate consumers and spur sales. The Butternut Squash Zig Zags and Sweet Potato Ribbons are two of the fastest selling branded squash and sweet potato items where sold – *AC Nielson 13 W/E_07/30/16*.



The development of the new packaging reflects Mann’s commitment to providing innovative solutions for consumers. Not only will the appearance of the products be noticeably different, customers will also appreciate the consistency of the look. The new bags feature improved physical characteristics which will enhance shelf life.

“Earlier this year, we launched three new Culinary Cuts products that were all in bags,” said Gina Nucci, director of corporate marketing at Mann’s. She continued, “The new package design will provide consumers across North America with a consistent look. By transitioning from clamshells to bags, retailers will be able to save space, enhance margin and increase sales velocity – it’s a win-win for retailers and consumers.”

For more information, visit culinarycutsclub.com, and join the Culinary Cuts Club Facebook group [here](#).

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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.