

Fresh Thinking



Convenience and food safety are the top two drivers of pre-packaged produce with consumers. *Research shows that 68% of consumers enjoy the convenience of picking up pre-packaged produce versus picking through bulk displays. The study also shared that 46% of retailers believe food safety concerns spurred consumers to buy more packaged produce in the past 12 months.

Promote your fresh produce department by using Robbie's Fresh N Tasty bulk produce pouch for a variety of un-cut produce items. The high clarity pouch gives consumers a clear view of the product, an easy carry handle and reclosable zipper for convenience.



For more information, visit
www.robieflexibles.com
or call 1.800.255.6328

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Multi purpose pouches designed for bulk produce

Features and Benefits

Increased Sales Volume -- encourages larger purchases.

Food Safety -- prevent contamination from consumer handling.

Reduces Shrink -- more products aids in managing turns.





Consumer Convenience -- easy carry handle, resealable, time savings.

Cross Merchandising -- pre-packaged assorted produce.

Versatile Pouch -- beans, snow/snap peas, broccoli, sprouts, cauliflower, potatoes and more.

Freshness Retention -- macro perforations extend shelf-life.

Many consumers **trust** packaging over bulk because it gets **handled less**. Store sanitation and cleanliness are easier to manage with less bulk and more packaging. Start **increasing** your **sales** today!

Pouches	Item #	Size	Venting Technology	Multiple Uses
	16086	10.75x6x4	Macro-perfs	Beans, broccoli, brussel sprouts, potatoes, cauliflower, snow peas, snap peas, peppers, apples, grapes, peaches, cherries, lemons, limes, and more.
	16085	9.5x10x4	Macro-perfs	
	16084	11x10x4	Macro-perfs	
	17376	13.5x9x6	Macro-perfs	

