



CRUNCHY SUPERFOOD SNACKS

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THE WINE RAYZYN COMPANY LAUNCHES “POCKET SINGLE” PACKAGES TO APPEAL TO TODAY’S ON-THE-GO, HEALTH CONSCIOUS SNACKERS

NAPA VALLEY, Calif. (January 17, 2017) – The Wine RayZyn Company announces the release of Wine RayZyn Pocket Single packages in anticipation of the upcoming Winter Fancy Food Show. Wine RayZyns are crunchy superfood snacks made from dried California wine grapes. The company has created the pocket single packages as .625-ounce bags, and they are available in the following flavors: CabernayZyn (dried Cabernet wine grapes), MerlayZyn (dried Merlot wine grapes), and ChardonayZyn (dried Chardonnay wine grapes). The Wine RayZyn Company has already launched these flavors in 8-ounce and 1.6-ounce packages but wanted to create an even smaller package that would appeal to consumers looking for snacks that are a single serving size and that are packaged for portability.

“Consumers want smaller, portable snacking options that are also healthy and delicious, and we have responded by introducing our .625-ounce packages to meet those demands,” said Aaron Hartman, Vice President of Product Development. According to *Food Navigator-USA* in a recent article on healthy snacking, “Snacking has evolved past a between-meals indulgence into a full-on lifestyle for many time-strapped US consumers. And the trend doesn't appear to be slowing down any time soon, as Hartman Group estimates that nearly half of all eating occasions are now snacks or mini meals. But as the lines continue to blur between meals and snacks, marketers will have to answer with offerings that pack a flavor and nutrition punch in a convenient, portable pack.” The Wine RayZyn Company values innovation and monitoring consumer trends to continuously evolve to meet consumer needs.

Pocket Singles on The Go: The Wine RayZyn Company’s .625-ounce packages are designed for consumers who want an easily portable snack that is nutritious and delicious.

Pricing and Availability: The new, smaller packages will be available at the Specialty Food Association’s Winter Fancy Food Show in San Francisco in January. Please stop by the company’s booth (#2611) for more information.