

fresh snack pack

For Immediate Release

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GO FRESH introduces the reusable Fresh Snack Pack

Trade in a box of disposable lunch baggies for just one of these reusable sandwich and snack bags. This environmentally friendly option is the newest thing to hit the lunchbox.

SAN FRANCISCO, CA (February 23, 2009) --- The lunchbox is the same but the contents are fresh and new. Replacing the junk food and single use disposables are reusable sandwich and snack bags that can be filled with nutritious food.

“As parents we are the gateway to good habits and healthy eating,” says Fresh Snack Pack inventor and mother of three, Crystal Figlietti. “The message that we send our children by using reusable bags is that we care about the environment. Packing fresh food says that we care about them.” (www.freshsnackpack.com Snack size \$4.50 and Sandwich size \$5.50)

The Fresh Snack Pack is easily cleaned by hand washing. The top flap on the sandwich and the snack sizes open out to present a built-in placemat. The top flap can also wrap around a stroller, shopping cart or tricycle handlebar. The bags have an easy-to-open Velcro closure, unlike some plastic containers which are hard to open. The packaging is minimal and completely recyclable.

The original concept and design was created in 2004 and received an award from The National Parenting Center in that same year. Improvements were made and the sandwich size was added. The new product is PVC free plastic, non-toxic, durable and free of any ink printing. The bags have an original design embossed on them featuring planet earth.

As a former fabric designer it may have seemed natural for Figlietti to have chosen fabric as a material of choice for these reusable bags but she says, “I have seen the fabric industry from the inside, having been to print plants in the USA and overseas, and I realized that the inks, dyes and finishes used on fabric are not tested for food safety. That was a concern for me. The Fresh Snack Pack that you see today was very consciously created.”

With about 180 school days in a year and multiple disposable bags in each lunchbox everyday, this reusable alternative saves hundreds of bags per child every year from going to the landfill. “We passed the 100th day of school recently and we’ve been using and reusing the same sandwich bag all year,” says Figlietti. “They are that durable.”

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