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For Immediate Release

Pickle Cutz Added To Van Holten's Product Line Up

Fresh Sliced Crinkle Cut Pickle Chunks for On the Go Snacking

Waterloo, WI – October 5, 2018 – Van Holten's has added a fresh sliced refrigerated pickle in a single serve pouch to its product line. The grab & go snack features ½" thick, crinkle cut pickle slices in both dill and spicy flavors.

Pickle Cutz are fresh packed and feature no additional brine which make it easy for snacking. The refrigerated product offers a crisp, crunchy pickle packed with lots of flavor. With the added benefits of being gluten free, fat free, low calorie and Keto friendly, Pickle Cutz are a better for you snack choice.

"We have seen an increase in customers wanting a snack with bite size portions.", said Eric Girard, Van Holten's VP of Sales and Marketing. Girard added, "Our new Pickle Cutz products have great flavor and give the consumer that extra crunch. Our popular Pickle-In-A-Pouch products have a great customer base and we predict it will continue to expand with this new fresh product."



Pickle Cutz will soon to be available through DOT and other distributors throughout the U.S. The product will also be featured at the NACS Show in Las Vegas taking place from October 8th – 10th. NACS serves the convenience and fuel retailing industry.

Van Holten's has enjoyed 14 consecutive years of growth, mostly driven by the popularity of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 84 people in Waterloo, WI. Famous for their Pickle-In-A-Pouch, Pickleback Mixer, and Pickle-Ice; their products are distributed in all 50 states and Canada. They can be found at convenience stores, grocery stores, liquor stores, concession stands, and many other retail outlets.

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