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For Immediate Release

Pickle Cutz Win Convenience Store News Best New Product Van Holten's Grab & Go Pickle Item Wins Best Healthy Snack

Waterloo, WI – August 9, 2019 – Van Holten's has won the Convenience Store News best new product award in the Healthy Snack category. The single serve pouches of refrigerated pickle slices are available in both dill and spicy flavors. Pickle Cutz are currently carried at select Quick Trip, Circle K, and 99 Cent Store locations.

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.

"With more and more people looking for healthy snacks, it is a great honor to be awarded best new product in this category.", said Eric Girard, Van Holten's VP of Sales and Marketing. Girard added, "with great flavor, and eye-popping packaging, we are getting great feedback about sales at retail. We expect big growth out of this item."

Pickle Cutz are available through DOT and most major Convenience Store and Grocery distributors throughout the U.S. The product will also be featured at the NACS Show in Atlanta taking place from October 2nd – 4th. NACS serves the convenience and fuel retailing industry.

Van Holten's has enjoyed 15 consecutive years of growth, mostly driven by the popularity of their Pickle-In-A-Pouch. Founded in 1898 Van Holten's employs 100+ 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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