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Stemilt launches Lil Snappers program at PMA Fresh Summit

WENATCHEE, Wash. – What do you call snappy, juicy, kid-sized apples and pears? According to Stemilt, Lil Snappers is the correct name for these bite-sized fruits, which are now available in convenient, grab-and-go three pound bags.

Stemilt’s new Lil Snappers product line debuts at PMA Fresh Summit in Atlanta, GA on October 15-17. Soon after the PMA launch, Lil Snappers will begin showing up in produce departments nationwide.

According to Stemilt marketing director Roger Pepperl, the eye-catching design of Lil Snappers packaging and merchandising materials make this an appealing item for parents and kids alike. The varieties available under the Lil Snappers label were selected specifically to fit the flavor profiles that kids enjoy. Kids can choose from pleasantly sweet Gala, super-tart Granny Smith, juicy Honeycrisp™, classic and tropical Piñata®, and vibrant Pink Lady® brand apples. D’Anjou, a classic winter pear variety, is also available in Lil Snappers.

“The new Lil Snappers package is great for getting kids to try new varieties of apples and pears,” said Pepperl. “The size and flavors of Lil Snappers appeal to kids, while the package itself is very friendly to today’s busy parents. They can grab an apple or pear, pack it in a sack lunch or serve it as a snack, and then reseal the bag and put it back on the fridge shelf for use another day.”

Lil Snappers are packed in resealable three pound bags that stand up easily in the refrigerator, making it easily accessible to both parents and kids. Small ventilation holes on each bag allow the fruit inside to breathe, which maximizes freshness. The vibrant, kid-friendly graphics are strategically located on the handle of the bag so that shoppers can easily view the quality each piece of fruit in the clear Lil Snappers
The master carton that Lil Snappers ship in doubles as a display unit. The lid of the master carton easily converts to signage in order to merchandise Lil Snappers.

“Three pounds is an ideal bag size both for shoppers and retailers. Shoppers like the size because they can get multiple servings out of one bag for lunches and snacks. And for retailers, data shows that three pounds is an ideal size for maintaining category sales. Additionally, Lil Snappers performed exceptionally well in test markets when compared to traditional bagged items. The unique bag and eye-catching graphics make this a great impulse item to strengthen the apple and pear categories,” Pepperl said.

Stemilt also designed a pop-up display for Lil Snappers that allows produce managers to build secondary displays for this in-and-out item. Just like the display-shipper, the pop-up display sets up in seconds and is great for grabbing shoppers’ attention. A QR code adorns both the master carton and the pop-up display. Smartphone users can snap a picture of the QR code with their phone and then view a Lil Snappers mobile website through a QR code reader application on their phone. The mobile site provides information about Lil Snappers, nutrition facts, and kid-friendly apple recipes. It also has links for parents to download and print fruit activity sheets for their kids.

“By featuring QR codes on bins and signage, we’re able to provide shoppers with additional information and tips about Lil Snappers. It’s a great way to keep shoppers engaged both at and beyond the point-of-sale,” said Pepperl.

Lil Snappers will be on display at the Stemilt booth (#2455) during PMA Fresh Summit. It’s also up for one of PMA’s coveted Impact Awards for excellence in packaging.

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