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For immediate distribution.

Thomas Fresh Debuts New Packaging

Canada #1 potatoes to be the first to dress up in newly designed packs

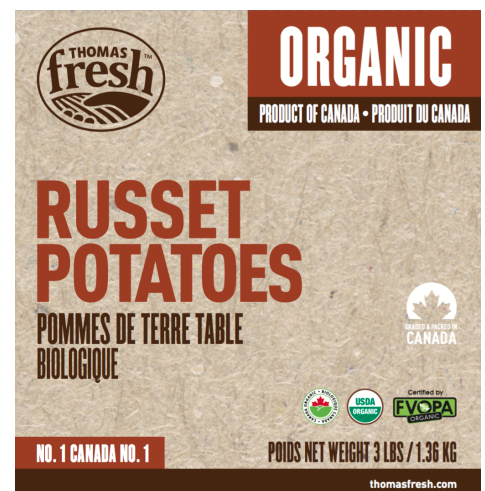
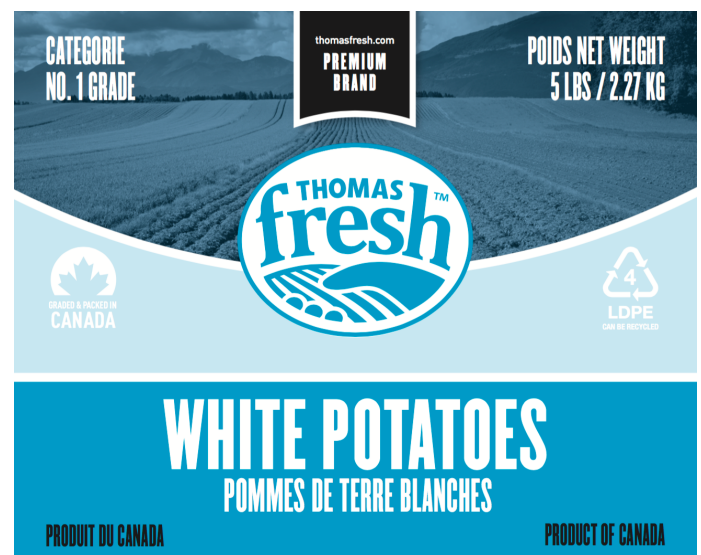
Following the rebrand unveiled earlier this year at the 2016 CPMA Convention, Thomas Fresh has been working hard to take the next important step in refreshing their visual identity in the hearts and minds of produce consumers: by designing new packaging.

As potatoes make up a dominant percentage of Thomas Fresh's total distribution, potato bags were among the first packages to be redesigned. Canadian-sourced potatoes with new Thomas Fresh branding will be arriving in stores as early as this autumn.

"In addition to rethinking the look and feel of our packaging, we really went to work determining what the grocery consumer is looking for in terms of potato pack sizes and varieties. We're emphasizing smaller pack sizes - like 1.5lb and 3lb bags - in addition to the traditional 5lb and 10lb bags," says Erin Power, Director of Marketing for Thomas Fresh.

According to CEO Roy Hinchey, one of the big wins is the chance to bring Canadian white potatoes into the foreground. "We have a lot of grower partners across the country working hard to deliver quality whites to our warehouse, and we felt it was not only an opportunity, but in some ways a duty to bring these forward to the stores in a meaningful way that will attract consumers."

"We're also offering a great variety of organic and conventional product, in all colours. There's a lot of real estate in the potato aisle of the produce department, and we felt we had a chance to offer a more consumer-focused selection," adds Hinchey.



The new potato bags will use Thomas Fresh's existing pillow top packaging technology. Welded poly bags have enough printable real estate on the front of the bag for eye-catching artwork that also helps block light to preserve the quality of the potatoes. The bag's back will remain mostly unprinted so consumers can view every potato in the pack - a request that has come directly from consumers, who want the opportunity to see exactly what they're buying. The lay-flat, rectangular shape of the pillow top pack also enables easier, tidier merchandising on produce aisle shelves.

The packaging redesign project has opened up many opportunities for Thomas Fresh to consider offering new products and pack sizes. Also arriving in stores soon are a 6-pack mini organic cucumber; a 2-count mesh-bagged organic avocado; and a range of convenience-packed Asian produce including bok choy, long beans, lemongrass, and more.



Learn more at www.thomasfresh.com, and follow the continued goings-on of Thomas Fresh's rebrand efforts on most social media platforms, @ThomasFresh.