

CASE STUDY

Carey's Fine Foods

Taking an emerging brand upscale

Carey's Fine Foods, a small pretzel brand with big growth plans, wanted to move its product upscale. An alternative to clear bags with adhesive labels was wanted but the new packaging solution had to be durable and stand upright once filled.

The Pouch House described the advantages of digitally printed flexible packaging and helped Carey's select a stand-up pouch design. A successful test in one pouch size was soon followed by an order for pouches in a larger size – both produced with the short turnaround times Carey's required.



We received the bags last week and they **look great!** They **stood up perfectly** once filled with pretzels. I think they are going to be a **great fit.**

DOWNEY TALUCCI

Owner
Carey's Fine Foods



PACKAGE DESIGN | PRINTING | SHORT-RUN PRODUCTION