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Introducing Poindexter Nut Company's New Retail Packaging

Selma, CA (October 13, 2014)-Poindexter Nut Company, a California walnut company, is unveiling its newly designed retail packaging line. The launch will begin this week at PMA Fresh Summit in Anaheim, CA and will be phased in gradually throughout 2015.

Featuring custom quick response (QR) codes on every bag, the new packaging was designed to engage customers through a mobile website. The custom branded codes were designed by MC Solutions along with the mobile website they point to.

Highlighting product information, industry facts and nutritional data, the QR codes also give consumers the opportunity to give back to the community by allowing them to select a non-profit organization and Poindexter Nut Company will make a donation on their behalf. This initiative is Poindexter Nut Company's most recent step taken to give back to the community and promote the importance of education, health, and whole-body wellness.

Poindexter Nut Company partnered with Ball Design to develop the new package design. Ball Design has a 30 year history in food and produce design, working with some of the largest companies in the agriculture industry.

Poindexter Nut Company's new line of packaging was designed to have the ability to be a cross-merchandised item. The resealable, stand-up gusseted bags offer a strong shelf presence and the full width window allows for easy visibility of the product. Embellished with natural and earthy high quality graphic images on the outside, consumers can be assured the product inside is just as enticing.

"Over the last two years we have redesigned and improved every aspect of our business, from our new walnut processing facility to our packaging and retailing," said Michael Poindexter, CEO of Poindexter Nut Company. "These new bags are on the marketing end of our development and represent our brand's transformation."

About Poindexter Nut Company

Founded in 1969, Poindexter Nut Company started as a small roadside walnut dehydrator in the heart of California's San Joaquin Valley. Today, Poindexter Nut Company is an industry leader growing, processing and supplying the finest quality products and exporting to over 45 countries all over the world. To learn more about the company, please visit www.poindexternut.com or scan the QR code at right.

