



SN!BSTM

**HEALTHY
SNACKS
THAT BOOST
YOUR DAY!**

Our new brand for healthy snacking.

Why SNIBS?

More and more consumers are keen to eat healthily, and they are looking for convenient snacks to eat at home or while out and about. The snacking trend is one of the key growth drivers in retail with a significant potential to expand the healthy snack category worldwide.

Rijk Zwaan has launched the brand to inspire retailers and dealers worldwide and help them drive further growth of the category of healthy snacks. SNIBS enables to make

fast, flexible and local use of marketing and communication resources relevant for our partners. With SNIBS, Rijk Zwaan introduces a category brand for healthy snacks in line with our mission: Sharing a healthy Future.

What's in the name SNIBS?

The SNIBS brand is a line of small, healthy snack vegetables that consumers can eat on the go, share with friends or serve to guests. A short snappy name that appeals to children as well as adults. Inspired by 'snacks', 'nibbles', 'bites' and 'dips'.



"I missed lunch, but we could share some SNIBS"

SN!BS assortment

Rijk Zwaan offers a very varied assortment, ranging from the familiar snack vegetables such as tomatoes, peppers and carrots to more unusual options such as radish, celery, melon, cauliflower, kohlrabi and snack lettuce.

“Do we have any hummus to go with these SN!BS?”



Flexible packing options


With SN!BS various options are possible, including sustainable packaging. You can also make nice pre-pack combinations.



Examples of packaging.



SN!BSTM



**“I want a
snack. Shall we
go for crisps
or SN!BS?”**

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SN!BS is inspired by Rijk Zwaan

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