

CHADWICKS ADDS SOME SPICE TO BIGMEX LIDS

Leading pre-cut lid manufacturer Chadwicks has spiced up the lids for Westler Foods BigMex Dips, part of its Mexican snack food range.

Chadwicks has redesigned the lids for BigMex dips by Westler Foods Ltd to give the product an updated look that will appeal to all Mexican snack food lovers.

Printed six colour UV flexo on a 40/40

Aluminium PE foil with random grub embossing, Chadwicks has created various designs to correspond to each of the four flavours Sweet Chilli, Soured Cream, Salsa and Cheese.

The 70g pots are available as part of a wider range of snacks including sauces and a variety of flavoured tortilla chips.

Vicki Slater, Sales Administrator at Chadwicks, said: We have worked with Westler Foods for a number of years and our working relationship keeps going from strength to strength. The BigMex lids have been redesigned and modernised to suit the market in which they sell and we re confident that the new lids will be a real hit instore.

Robert Burns, Marketing Controller at Westler Foods, said: Chadwicks have worked in partnership with our design studio to ensure the designs were optimised for the print process and as a result we have achieved better impact and communication at the point of purchase.

Chadwicks is a world leader in supplying lids to the food and beverage markets. Aluminium based lidding is a standard product for sealing to all container types, including PS, PP, PE and PET.

Ideal for products with an extended shelf life, aluminium provides an effective barrier against water vapour, oxygen, light and aromas. The metallic appearance of

aluminium can also be used as part of the lid design and is an ideal material for additional features such as embossing and special applications.

The Mexican snack food market is one of the fastest growing sectors of the snacking market as a whole.

Westler's BigMex range is ideal for social environments such as cinema, pubs, bars, leisure outlets and theme parks and its products are great for sharing. Tortilla chips offer a healthy alternative to crisps and are the ideal chip to dip, making the whole snacking experience more of a social occasion.

Chadwicks is part of the Flexible Packaging Division of the Clondalkin Group which has more than 40 manufacturing sites located across Europe and North America.

To find out more about why Chadwicks is one step ahead of the competition visit www.chadwicks-lids.com, or call +44 (0)161 763 2100.

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Issued on behalf of Chadwicks by Adessi

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Notes to editor:

About Chadwicks:

Chadwicks, based in Bury, Greater Manchester, is the UK's leading manufacturer of pre-cut lids to market sectors including food, dairy and beverage markets and exports 50% of its output as far afield as the Far East and Australia/New Zealand.

Recently moving into the shrink sleeves market, Chadwicks now offers its reputable levels of service, quality and innovation to this related market. To find out more about why Chadwicks is one step ahead of the competition visit www.chadwicks-lids.com or www.chadwicks-sleeves.com or phone 0161 763 2100.