



### **Mariani Receives INC New Product Innovation Award**



June 7, 2011 – Vacaville, CA – This past month proved again that Mariani Packing Co. is truly a leader in their industry. On May 21<sup>st</sup>, Mariani received the Innovative Product Award from the International Nut and Dried Fruit Conference for their new TouchLock™ Easy Seal packaging.

Launched nationwide this year by Mariani, TouchLock™ is a micro-hook closure system that redefines the term “resealable”. While many seals are based on a zipper closure that doesn’t always line up easily, TouchLock™ requires just a simple touch at the corners of the seal and a press to close to ensure a perfect seal every time, thus enhancing the consumer’s overall experience.

With over 820 Global Nut and Dried Fruit industry leaders in attendance, Mariani CEO, Mark Mariani, received the award at the INC Congress in Budapest. “This is a great honor for us. Innovation in our industry has been our family legacy, and we work hard to continually improve our products and processes for our customers.”

The Mariani TouchLock™ Easy Seal is not just a first for the dried fruit and nut industry, but a completely new packaging component for consumer packaged goods. It is not the first time Mariani has brought packaging innovation to grocery store shelves. They were also the first to create a stand up, gusseted, resealable bag in 1989.

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