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New! Frank's Quality Kraut Singles
The First-ever Single-Serve Packets Make Sauerkraut More Convenient

Fremont, Ohio--The Fremont Company introduces **Frank's Quality Kraut Singles**, a revolutionary product that offers sauerkraut in individually portioned and sealed single-serve packets. Sauerkraut is the number one hot dog topping next to mustard; Frank's Quality Kraut Singles make it more convenient than ever for sauerkraut lovers to enjoy one of their favorite foods.

Absolutely no draining is required for the single-serve packets, making sauerkraut not only more convenient but mess-free. Now it is easier for consumers to take individual, easy-to-open sauerkraut packets on picnics, camping trips and boats, or toss in lunches for work and school.

Frank's Quality Kraut Singles will be a big hit at home, too. Fremont Marketing Manager Christopher Smith says, "Now the sauerkraut lover in every family can be happy. There's no need to open a jar to use just a small portion of kraut and have the rest sit in the refrigerator. People can be assured their sauerkraut will always be fresh and they will have no waste or mess when using single-serve packets." The 1.5 ounce packets, which look much like large versions of ketchup or mustard packets used in fast food, create profitable advantages for foodservice operators and supermarkets, too. Now places like ballparks and arenas can add sauerkraut to their condiment offerings and even sell the packets. For those who already have sauerkraut on their menu, Frank's Quality Kraut Singles save labor and money since there is absolutely no prep time to portion the product, no cost for purchasing individual serving cups or lids, and no clean up. Kraut is already pre-portioned for popular menu items like reuben sandwiches. "Imagine. Frank's Quality Kraut Singles not only save time and money, but make it possible for foodservice operators to actually charge extra for a kraut dog much as they do for chili dogs," says Smith.

Supermarkets and meat packers can include the individual packets inside hot dog, bratwurst, keilbasa or pork packages to increase sales. Or, meat departments can simply use the display/shipper that Fremont has designed to help merchandise the product.

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Frank's Quality Kraut Singles make healthy food choices easier. Each serving of sauerkraut contains no fat and only 5 calories, yet packs all the cancer-fighting advantages that make cruciferous vegetables popular. Smith says, "There has never been anything like Frank's Quality Kraut Singles. It is the biggest innovation in sauerkraut since laborers building the Great Wall of China invented sauerkraut over 2,000 years ago, and the most significant contribution to sauerkraut in the 100 year history of The Fremont Company. Now this healthy, delicious food is a more convenient choice for everyone."

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The Fremont Company, in business in Fremont, Ohio for over 100 years, manufactures the number one selling sauerkraut in the midwest under the Frank's Quality Kraut and SnowFloss brands, as well as tomato products and private label ketchup. To interview Fremont management or for more information on Frank's Quality Kraut Singles, the sauerkraut or tomato products industries or private label ketchup, please contact Benghiat Marketing at 216-831-8580 or benghiat@benghiat.com.