



FOR IMMEDIATE RELEASE

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Aurora Product, Inc. Introduces a New Look for Our Labels

New Aurora Labels – an updated, consumer-friendly look!

Orange, CT. - February, 2019 - Aurora Products is proud to introduce a new updated version of color-coded packaging that better reflects the wholesome, All-Natural & Organic Nature of their products. This new look combines softer earth toned backgrounds with a color-coded flag system that differentiates salted, unsalted and raw nuts from dried fruits, granolas, etc. All Organic products are printed on a Pine Green background color whereas All-Natural Products are on Kraft /parchment with color-coded flags.

The new flag colors for the All-Natural Products include a lavender for sweet treats, red for dried fruit, orange for unsalted nuts, brown for raw, light green for salted, blue for trail mixes, and pine green for other items. These new color-coded flags make it easier and more convenient to quickly find what you’re looking for on store shelves!

Benefits of nuts and dried fruits in the diet include added protein, fiber, vitamins and energy. Our All-Natural and Organic products are the perfect, healthy snack for families on the go, on weekend hikes and during the game! We care very deeply in helping consumers live a healthier lifestyle and want to provide beneficial options for their busy lives.

Aurora Natural branded snacks can be found at retailers such as Stop & Shop, Giant, Shaw’s, Shop Rite, Whole Foods, A&P, Big Y, Acme, Pathmark, Amazon.com and quality Independent Stores. The vast array of their product lines can be found in the Produce or All Natural sections within the stores.



About Aurora Products, Inc.

Aurora Products is located in Orange, Connecticut and packages only the highest quality all natural and organic dried fruits, nuts, granolas and trail mixes. The company was established in 1998 by Stephanie Blackwell, and maintains the tradition and commitment of a family owned and operated company.

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Please visit us at: www.AuroraNatural.com

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