

Good Sense Foods Announces a New Look and Non-GMO Project Verified Certification for its Healthy Snack Foods



Minnesota, New Hope, Nov 1, 2021 ([Issuewire.com](https://www.issuewire.com)) - Good Sense Foods, the parent company of Salad Pizazz!® and Good Sense® Snacks, recently announced the launch of their new packaging, branding and Non-GMO (Genetically Modified Organisms) Project Verified certification for its nationally-distributed portfolio of healthy snack foods.

The new-look brings forth a more contemporary approach while continuing with the company's values of providing great tasting, high quality, nutritious ingredients that are responsibly sourced both locally and internationally. The rebrand goes much deeper than just an update on simple design elements and font changes. The redesign relates more to the current trends and accurately shows the brand in a more health-oriented and transparent way.

"Our new look was created to ensure our packaging was current without losing sight of our brand history, recognition, and loyalty in the marketplace," says Katharine Hawkins, Director of Marketing at Good Sense Foods. "Most of our product portfolio includes items that are nutrient-dense, and the consumer needs to be able to recognize that at shelf level. By featuring some of the nutritional callouts on the front of the package, we are able to help convey the product benefits at first glance."

In addition to the design update, Good Sense Foods certified many of its products through the **Non-**

GMO Project, an independent, non-profit organization that is the market leader for GMO avoidance. The Non-GMO Project Verification program is the most rigorous third-party certification in the U.S. for Non-GMO products, ensuring their seal guarantees the avoidance of any GMOs, which are created through the use of genetic engineering or biotechnology. The certification seal provides consumers with the confidence that their products meet the best practices for GMO avoidance.

“I am thrilled to share new branding, packaging, and healthy ingredients with our customers,” says Hawkins. “These changes show our ongoing commitment to producing snack foods of the highest quality.”

Good Sense Foods produces healthy snack foods, including nuts, seeds, trail mixes, and dried fruit, as well as salad toppings. Its plant-based protein snacks are a great fit for a vegan-friendly diet. Many of their products are low in sodium, USDA organic, and made without the use of artificial flavors or colors. Good Sense Foods’ snacks can be purchased online or at retail stores located throughout the United States, including Target, Walmart, Kroger, Albertsons, Menards, Safeway, Publix, and Meijer, among many others.

About Good Sense Foods

Based in New Hope, Minnesota, Good Sense Foods, formerly Waymouth Farms, is a second-generation family-owned business that was founded in 1976. From sourcing raw materials to roasting and seasoning the snacks, Good Sense Foods does everything in-house to promote excellent quality control. Each product is stamped with a Good Sense® Quality Guarantee to ensure their customers are receiving the highest quality snack foods available. For more information, go to <https://www.goodsensefoods.com>.

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