



Wild Oats Markets Wild Oats Natural Sundried Tomato & Herb Flatbread Crackers

Flatbread crisps provide a gourmet alternative to conventional crackers when used for cheeses and spreads.

Introduced in July, Wild Oats Natural Flatbread Crackers “are a unique addition to the Natural product line, filling a gap in cracker size and savory flavor,” said Brian Albert, the natural food retailer’s corporate-brands marketing manager.

The tomato and herb variety is made with naturally dried tomatoes and olives mixed with a medley of Mediterranean herbs and spices. Colors and images are used on the package to communicate that the product is all-natural, he said.

“Earth tones were matched to each flavor, then two shades were used on the packaging,” Albert noted.

A wheat stalk is featured across the front of each package along with a window on one side of the box to let customers see, touch and smell the product.

“The size of our crackers offers consumers a full range of possibilities. They can be served in wafer form or broken up into smaller pieces. These crackers are perfect for a dip or with Wild Oats’ salmon slices, cucumber and a sprig of dill,” Albert said.

Price: \$2.99

Size: 5.8-ounce box