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Sensei Farms debuts packaging for leafy greens and salad mixes

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Sensei Farms is introducing new packaging across its line of leafy greens and salad mixes, marking the indoor-grown produce brand's latest step towards a more sustainable future for our food supply. The new design offers the same functional and food safety features retailers and consumers expect from conventional plastic clamshells but in an attractive and more eco-friendly form.

"From seed to shelf, we strive for innovation at every stage of our products," says Jessica Vasisht, Sensei Farms' Senior Vice President of Sales & Marketing. "This focus allowed us to create a better, more impactful package that embodies the superior quality of our produce, without compromise."

The proprietary design achieves a 90 per cent reduction in plastic compared to the brand's previous clamshell (by weight). The package features 360 degrees of product visibility thanks to the paperboard tray's see-through base and branded side windows. Perforated panels allow the tray to be easily broken down and a removable liner keeps the paperboard clean for recycling. A "peel and reseal" closure helps keep the product fresh and provides convenient storage. The eye-catching design fits seamlessly into existing retail displays and stands out from other plastic alternatives.