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At Yes! Apples, we are very grateful for the brand awareness that our Kwik Lok tabs afford us when supplying private label customers.

As a new brand, I am working hard to create awareness with consumers across all channels, particularly in retail. Working with accounts that utilize private labels is tricky for brand growth as we have no brand presence on the shelf. Alas, enter the Kwik Lok—a piece of packaging that customers repeatedly see when opening their apple bags in their homes—where we can correlate our best-tasting, high-quality apples with our Yes! Apples brand in private label packaging.