

SNICKERS® launches new bar featuring low GI dark chocolate cereal in mono

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SNICKERS

士力架®

黑巧纤谷棒

双低
攻略



低

GI®

低

糖

高

膳食纤维

加

益生元®

图片仅供参考



低GI
低糖

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Mars China announced another significant step towards sustainable packaging with the launch of its SNICKERS® bar featuring dark chocolate cereal. This innovative new product not only offers a low-sugar and low-glycemic index (GI) option but also features individual packaging made from a mono PP material, adhering to the concept of "Designed For Recycling" and can be easily recycled in designated channels. The SNICKERS® low GI dark chocolate cereal bar is now available in selected outlets, providing consumers with a lightweight and delicious product. At the same time, its packaging is easily recyclable, contributing to a healthier tomorrow for our planet.

Flexible packaging, known for its lightweight, flexibility, resistance to moisture and humidity, is widely used in the food industry such as instant noodles, biscuits, and snack packaging materials. Typically, flexible packaging consists of multiple layers of different materials, meeting food safety requirements while being lightweight and flexible. However, its complex structure and materials make it challenging for recycling. In contrast, mono-material flexible packaging refers to a single plastic component, such as single polypropylene (PP) or single polyethylene (PE) material, making it easier to recycle, thus reducing the potential impact on our planet. The SNICKERS® dark chocolate cereal bar features individual packaging made from recyclable mono-polypropylene material, aligning with the "Designed For Recycling" principle, and meeting relevant Chinese standards. Moreover, Mars China has implemented more detailed internal validation and quality standards to ensure the SNICKERS® packaging materials meet food safety requirements for product protection.