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Bumble Bee debuts single-serve tuna cans

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Bumble Bee is shaking up the tuna aisle with its brand-new product line, Bumble Bee Snackersâ?¢ single-serve cans in a variety of bold flavours that define the millennial generation of foodies.

"People love flavoured tuna, but not everyone wants a pouch. The simple solutionâ??a flavoured single serve canâ??we're excited to bring this to shelves," saidÂ Andrew Choe, CEO, Bumble Bee Seafoods.

The variety of unique flavours are perfect for any snack meal occasion â?? from zesty Lemon Pepper to bold and savoury Hickory Smoke flavour, tastebud-tingling Sweet Heat, spicy Thai Chilli, and of course, the forever favourite, our nostalgic Tuna Salad. Traditionalists can also opt for the plain classic Chunk Light Tuna. Enjoy Bumble Bee Snackersâ?¢ straight from the can, with crackers or veggies, or toss them into a salad, sandwich, or wrap.

"The way people snack has changed over the years. They want flavour, they want protein, they want it to be mindlessly easy, and it can't cost a fortune. Bumble Bee Snackersâ?¢ check every one of those boxes," said Jeremy Zavoral, Senior Director of Innovation & Insights, Bumble Bee Seafoods.

Bumble Bee Snackersâ?¢ are single-serve 3-ounce cans of flavoured and unflavored wild-caught tuna. The flavours come premixed and don't need any messy draining, making them a perfect solution for convenient snack meals on the go. Drop 'em in your purse, lunchbox, or backpack and pop the easy-open top when ready to eat! It's that easy!