

FOR IMMEDIATE RELEASE

## Van Holten's® Cracks Open a Bold New Snack: Unapologetically Pickled Eggs

*All-natural, high-protein, single-serve—brined to perfection and ready to eat anytime*



**Waterloo, WI (January 7, 2026)** — Van Holten's®, the iconic, on-the-go brand known for big flavor and innovative ideas, is expanding its snack lineup with a crave-worthy new protein option: **Van Holten's Unapologetically Pickled Eggs**. The first wholesale ship date is **January 19**.

Designed for busy days and snack cravings alike, Van Holten's Pickled Eggs deliver 6g of protein per egg and are made with all-natural ingredients in a single-serve, shelf-stable pouch. Ready to eat straight from the pack, each pouch contains one egg—an easy grab-and-go option for road trips, lunchboxes, post-workout fueling, and everything in between.

Van Holten's is launching Unapologetically Pickled Eggs in two flavor-packed varieties:

- **Dill Pickle** — classic, tangy pickle flavor that hits the spot
- **Hot & Spicy** — a snack with a kick for heat seekers

“Van Holten's has always stood for bold, convenient snacking—and we're not slowing down,” said **Steve Byrnes, Owner of Van Holten's**. “With Unapologetically Pickled Eggs, we're giving fans a new way to enjoy that briny, craveable flavor they love, now in a high-protein snack that's ready whenever and wherever hunger hits.”



### **Protein-Forward Snacking, Made Simple**

Protein continues to be one of the most sought-after benefits in today's snack aisle, as shoppers look for options that help them feel satisfied, energized, and ready for whatever's next. Unapologetically Pickled Eggs meet that moment with a familiar, trusted protein source—eggs—paired with the bold, tangy flavor Van Holten's fans expect. With 6g of protein per egg and a ready-to-eat, shelf-stable format, it's an easy way to add protein to the day—no prep, no mess, no refrigeration required.

### **Building On Strong Pickle Distribution**

Van Holten's will expand distribution of Unapologetically Pickled Eggs by building on the brand's strong convenience and retail footprint—bringing the product to more distributors, retailers, and on-the-go destinations throughout 2026. The new eggs will be available online on Amazon, with additional retail availability rolling out as distribution expands.

Van Holten's pickles are currently carried nationwide by major wholesalers such as Core Mark, McLane, and UNFI, and on the shelf at retailers like Circle K, HEB, Walmart and more.

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### **About Van Holten's**

Founded in 1898 and based in Waterloo, Wisconsin, Van Holten's is the proud maker of the original Pickle-In-A-Pouch and a leader in bold, convenient snacking. From classic fan favorites to innovative new products, Van Holten's continues to bring big flavor to pickle lovers everywhere.

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