



## **New! Environmentally Friendly Packaging from EatPastry**

**San Diego, CA** (December 12, 2011)– EatPastry has been dedicated to offering the best quality vegan cookie dough to their customers since they began their company in 2008. Their ready-made cookie dough, free of eggs and dairy is encouraged to be eaten raw right from the resalable jar. Today their jar is changing for the better.

Number 5 plastic is the most widely used plastic in the food industry, and is what EatPastry had been using to package their cookie dough up until now. Unfortunately, Number 5 plastic is not recyclable for the everyday customer. “Recycling is extremely important to us. We knew we would eventually change our container, knowing that it was not a readily recyclable plastic,” says EatPastry CEO Jessie Williams. “Launching EatPastry on a small budget did not allow us to work with the plastic container we wanted, because minimums were too high and way out of our price range. We are so excited to experience this change with our customers! It’s been a long time coming. We hope that everyone likes the new look as much as we do. We know the environment will!”

The new packaging will be a recyclable plastic Number 2, which offers less waste, and does not require a sticker label or plastic seal. The new container will have EatPastry’s label printed directly on the tub, and a tamper evident lid not requiring a plastic seal. The jar will still be resalable, easily opened, and easily stored in the refrigerator or freezer. The weight and all aspects of the cookie dough itself will remain unchanged and be as delicious as ever. There will be minor changes to the package design, but essentially all aesthetic aspects will remain the same.

To learn more about plastics and recycling please visit [Earth 911](#) and the [United States Environmental Protection Agency](#).

To learn more about EatPastry, visit <http://www.eatpastry.com>, and be sure to like EatPastry on [Facebook](#) or follow EatPastry on [Twitter](#) for regular company updates.

## **ABOUT EATPASTRY**

EatPastry is the only entirely vegan cookie dough company in the U.S. offering both vegan and vegan gluten-free varieties. EatPastry was founded in 2008 on the mission to provide healthier choices for people and their families. EatPastry has always been dedicated to sourcing the highest quality ingredients, and has made it their mission to adhere to the highest standards. We believe that there is no need to sacrifice health for taste, and our cookie dough is a clear example of that belief. For more information please visit <http://www.eatpastry.com>.

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