



Iconic Packaging-The Fruitella roll

Marcel Verhaaf

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The Fruitella roll is the subject of the second volume in the Iconic Packaging series, following the first about the Heinz Ketchup bottle. This book tells you all about the rich history of this confectionery brand and the company behind it. It sheds light on how "the roll that doesn't cut corners on flavor" has become a unique packaging icon.

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