



## Hobbs Pickles To-Go Pouches - Product Release

**Release Date:** May 1, 2026

**Heading:** Hobbs Pickles

**Sub-head:** Hobbs To-Go Pouches

### Copy:

When Hobbs couldn't find a good tasting pickle anywhere, he decided to start his own pickle company.

In 2017, he opened the world-famous Pickle Tasting Bar at Granville Island in Vancouver, BC — all to ensure he'd always have access to the best-tasting, refrigerated, New York-style deli pickles.

Fast forward to today, and Hobbs Pickles has a cult following across Canada, with its premium pickle jars now stocked in retailers nationwide. But, there was still one thing missing: a convenient, easy-to-pack pickle snack for road trips, flights, school lunches, and life on the go.

That's when Hobbs To-Go Pouches were born.

Available in two flavours — Dilly Chips and Sweet Horseradish Chips — these brineless snack packs make it easy to take Hobbs Pickles anywhere.

Recently awarded Top 10 in Grocery and Best Convenience at GSFV, Hobbs To-Go Pouches mean you can now enjoy the bold flavour of Hobbs Pickles wherever life takes you. Designed to fit perfectly in handbags, cupholders, lunch bags, and even shirt pockets, they're built for life on the go.