Reynolds Wrap® Team Brings Back Special Edition Embossed Foil to Add Cheer to Homemade Food Gifting and Gatherings This Holiday Season

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LAKE FOREST, Ill., Oct. 8, 2025 /PRNewswire/ -- Back by popular demand, the Reynolds Wrap team is once again bringing festive flair to kitchens everywhere with the return of Fun Foil™ with a Holiday Pattern—an embossed aluminum foil designed to elevate homemade food gifts, potluck dishes, and holiday leftovers. This special edition foil will be available online at Walmart.com, Amazon, and nationwide at select retailers.



Inspired by the growing trend of homemade holiday gifting and the desire for more personalized celebrations, Reynolds Wrap partnered with renowned designer Brittany Jepsen of The House That Lars Built to create a joyful winter wonderland pattern. Featuring classic holiday icons like peppermint candies, penguins, snowflakes, and teddy bears, the vibrant design is embossed directly onto the foil, giving it a rich texture and eye-catching appeal.

"A creative presentation of any gift really makes all the difference," said Brittany Jepsen. "As a lover of crafts and homemade gifts, it was a joy to collaborate with Reynolds Wrap on this beautiful holiday foil pattern. I can't wait to see how home cooks use it to make their celebrations even more special."

"Reynolds Wrap has been part of families' holiday traditions for over 75 years," said Sumita Ghosh, marketing director for Reynolds Foil & Bakeware. "We're thrilled to bring back Fun Foil with a Holiday Pattern to help home chefs add a festive twist to every step of their holiday prep—from cooking and cleanup to gifting and sharing."

Whether you're wrapping up cookies for neighbors, covering a casserole for a potluck, or dressing up leftovers for guests, Reynolds Wrap Fun Foil adds a cheerful touch that's both functional and festive.

For more information, visit Reynolds Brands and follow @reynoldsbrands for holiday inspiration and creative foil ideas.

About Reynolds Consumer Products
Reynolds Consumer Products (REYN: Nasdaq) is a leading provider of household products that simplify daily life so you can enjoy what matters most. Our Reynolds®, Reynolds Kitchens®, and Hefty® brand products help make mealtime easier with preparation, cooking, cleanup, and storage solutions. For more information, visit ReynoldsConsumerProducts.com and ReynoldsBrands.com.

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