



Reynolds Wrap® debuts Snowflakes Fun Foil® ahead of holiday baking and entertaining

October 30, 2026

Limited-edition design brings a festive touch to holiday celebrations, gifting, and creative projects

LAKE FOREST, Ill., Oct. 30, 2026 /PRNewswire/ -- Reynolds Wrap® is expanding its Fun Foil® portfolio with the introduction of Reynolds Wrap® Snowflakes Fun Foil®, a limited-edition aluminum foil featuring an embossed snowflake design. Available for the holiday season, the new offering combines a festive seasonal pattern with the quality and performance consumers have trusted from Reynolds Wrap® for more than 75 years.



Designed for a variety of holiday uses, Snowflakes Fun Foil® can be used to cover dishes for gatherings, package homemade treats, store leftovers, wrap handcrafted gifts, and create winter-themed crafts and art projects.

"The holidays are filled with opportunities to create, celebrate and connect with others," said Nancy Gannon, Marketing Director of Reynolds Wrap and Bakeware. "Whether used for wrapping baked treats, gift giving, cookie exchanges, decorating, or crafting, Snowflakes Fun Foil® helps consumers add a festive touch to the moments, traditions, and projects that make the season so special."

Reynolds Wrap® Snowflakes Fun Foil® is available nationwide online at Walmart.com and [Amazon.com](https://www.amazon.com), and in stores at Walmart, Kroger, and other retailers. For more information on Reynolds Wrap® Snowflakes Fun Foil® visit: <https://www.reynoldsbrands.com/whats-new/fun-foil-snowflakes-pattern>

For more information about Reynolds Wrap® products, visit [ReynoldsBrands.com](https://www.ReynoldsBrands.com) and follow @reynoldsbrands on your favorite social media platform.

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® and Hefty® brand products help make mealtime easier with preparation, cooking, clean-up, and storage solutions. For more information, visit ReynoldsConsumerProducts.com and ReynoldsBrands.com.

Media Contact

Rachel Bjork

Rachel.Bjork@ReynoldsBrands.com



 View original content to download multimedia: <https://www.prnewswire.com/news-releases/reynolds-wrap-debuts-snowflakes-fun-foil-ahead-of-holiday-baking-and-entertaining-302925266.html>

SOURCE Reynolds Consumer Products