Reynolds Wrap® and the Dallas Cowboys Launch the First Ever Cowboys Fan Foil™

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Embossed Cowboys Fan Foil™ brings the spirit of America's Team to every gameday spread

LAKE FOREST, Ill., Nov. 5, 2026 /PRNewswire/ -- For Dallas Cowboys fans, gameday is about more than football. It's about gathering around great food, sharing traditions and celebrating with fellow fans at tailgates, watch parties and cookouts across Cowboys Nation.



Now, Reynolds Wrap® and the Dallas Cowboys are giving fans a bold new way to show just how deep their fandom runs with a limited-edition Reynolds Wrap® Cowboys Fan Foil™.

Designed for fans who never miss a snap or back down from hosting gameday, this limited-edition release combines the same trusted, high-quality Reynolds Wrap® aluminum foil consumers know and love with an embossed star pattern inspired by the iconic Dallas Cowboys.

Whether wrapping up delicious tailgate favorites, covering dips until kickoff or sending friends home with coveted leftovers, Cowboys Fan Foil™ brings star power to every gameday spread.

For generations, Reynolds Wrap® has been a part of football celebrations across America and the brand is channeling that passion into a product created for one of the most dedicated fanbases in sports.

"For Cowboys fans, game day starts long before kickoff. It's in the recipes passed down through generations, the tailgates, parties and traditions shared with family and friends," said Bryan Rakowski, Vice President Marketing for Reynolds Wrap® Foil & Bakeware. "Cowboys Fan Foil™ brings a new level of team spirit to those moments while delivering the performance Reynolds Wrap® is known for.

"We're thrilled to partner with Reynolds Wrap® to bring Cowboys pride into one of America's favorite gameday components", said Jacob Stone, Senior Vice President of Corporate Partnerships, with the Dallas Cowboys. "This collaboration gives fans a fun and unexpected way to support their team, whether they're tailgating outside the stadium or gathering with friends and family at home."

The star pattern brings Cowboy pride to everything from sliders to party trays and baked treats. From prep through cleanup, this Cowboys Fan Foil™ is made for America's team.

Cowboys fans in select Texas markets can purchase Reynolds Wrap® Cowboys Fan Foil™ at participating retailer locations. Available for a limited time while supplies last.

For more information about Reynolds Wrap® products, visit www.reynoldsbrands.com and follow @reynoldsbrands on your favorite social media platform.

About Reynolds Consumer Products
Reynolds Consumer Products (Nasdaq: REYN) 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, cleanup, and storage solutions. For more information, visit ReynoldsConsumerProducts.com and ReynoldsBrands.com.

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