

STAGNITO's

Stagnito Communications Inc. / An MWC Company **DECEMBER 2003**

NEW PRODUCTS

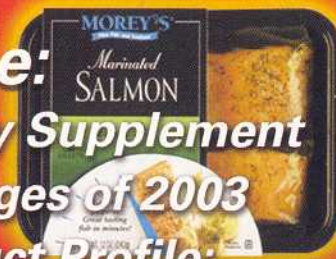
FOOD AND BEVERAGE FROM CONCEPT TO CONSUMER

MAGAZINE



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Bistro To Go Bowl Salads



Best new products of 2003



OUTSTANDING PACKAGES OF 2003

Packaging merges convenience with distinctive appearance to attract consumer attention to new and existing products

The demand for convenience shows no signs of abating as food and beverage makers introduce new products and new SKUs of existing products in packaging that simplifies handling and use. These innovative package designs also deliver eye-catching shelf impact and often interject a note of fun for the children and adults consuming the product.

Particularly noteworthy packaging for new products include the reclosable pouch for EZ Marinader from H.J. Heinz Co., Pittsburgh; the shaped can for fruit syrup from Teisseire, Grenoble, France; the carton "bowl" for Perfect Popper microwave popcorn from Family Time Snacks Inc., Valparaiso, Ind.; the frosted glass bottle for Shakers Original American Vodka from Infinite Spirits, San Francisco; the sealed tray package for Smithfield Premium Entrees from Smithfield Packing Co. Inc., Smithfield, Va.; and the plastic canister for Lay's Stax snack crisps from Frito-Lay Inc., Plano, Texas.

Noteworthy additions to existing product lines include Skippy peanut butter in a tube; a pyramid multipack for Labatt Blue Pilsner beer; ReaLemon lemon and ReaLime lime juice in custom polyethylene terephthalate bottles; a plastic canister for Folgers ground coffee, and retort pouches for Dole fruit.



Pouched marinade eliminates the mess and cleanup associated with marinating meats and vegetables.

EZ Marinader

EZ Marinader liquid marinade, Heinz's first completely new brand in more than 20 years, eliminates the mixing and cleanup generally associated with marinades by packaging 12 ounces of ready-to-use liquid in a tri-folded, reclosable pouch. The flavor-seal structure consists of one clear web with instructions printed in one color and one opaque web reverse-printed rotogravure in eight colors. The zippered bag measures roughly 8.5 x 11 inches when unfolded and is sized to hold up to four servings (about three pounds) of meat or vegetables. A small pressure-sensitive seal keeps the pouch tri-folded on store shelves. To use, the consumer opens the seal, unfolds the pouch, removes a perforated strip to access the zipper, places meat or vegetables inside and presses the zipper closed. Product is ready to cook in 30 minutes. Once marinated, meat or vegetables are removed and the bag is simply

thrown away. "...with EZ Marinader, consumers can have a level of convenience never before experienced in the category," says Aaron Schwartz, brand manager for Ketchup, Condiments and Sauces at Heinz North America. EZ Marinader is available in three flavors — Jack Daniel's Mesquite, Classico Garlic and Herb, and Mr. Yoshida's Teriyaki.

Teisseire

In the face of increasing competition, Teisseire (pronounced *tess air*), a European maker of flavored syrups since 1720, introduced an hourglass-shaped, three-piece steel can to reposition the brand and boost sales. Cans are produced in 60-, 75- and 90-centiliter sizes as well as 1.5 liter by the Specialty Packaging affiliate of Crown Holdings Inc., Philadelphia, which uses a blow forming process to shape the container. The three smaller sizes feature a distinctive hinged plastic closure from another Crown



A shaped can sets flavored syrups apart on store shelves.

subsidiary, Astra Plastique. An aluminum foil seal prolongs freshness, extends shelf life, provides tamper evidence and prevents leaks. Lithographed graphics complete the package and feature the message "Just Add Water" for the U.S. market, which is less familiar with flavored syrups.

Perfect Popper

The 3.8-ounce Perfect Popper carton "bowl" from Family Time Snacks Inc., Valparaiso, Ind., provides higher pop volume and a more convenient opening to make it easier to share microwave popcorn. "Consumers really don't like sharing popcorn out of a bag," says Ron Leskiw, vice president of sales and marketing at Family Time. Consumers also dislike the bag's messy oil and salt residue that greases their fingers. The bowl-like Perfect Popper carton is the product of a cooperative effort with Rebopop, a Canadian popcorn packaging equipment maker, which has granted Family Time an exclusive worldwide license for the package, and Commercial Packaging, Normal, Ill., which helped design and source the packaging components. At Family Time, susceptor-equipped form-fill-seal pouches of popcorn are precisely positioned and glued to carton blanks, which are then sequentially folded around the pouch to form a ready-to-erect carton. The one-eighth-inch thick pouch/carton combination passes through a compression unit to set the cold glue and is then overwrapped with 120-gauge biaxially oriented polypropylene from BPX Films, Houston. The carton structure is a food-grade, grease-resistant, solid-bleached

Perfect Popper graphics rely on photography to portray product goodness and the premium nature of the corn inside.



sulfate board from Smurfit-Stone, Chicago, which is lithoprinted in five colors. Inks and glues not only are food-grade, but heat-tolerant to withstand microwave temperatures. The wrapped packages currently are sold singly and require substantially less retail shelf space than competing tub packages. To pop, the consumer removes the overwrap, erects the six-inch-square cube by pushing on red arrows at opposite ends of the blank, places the erected carton in the microwave and sets the time. When the cube comes out of the microwave, a reclosable perforated flap is opened to provide access to the popcorn, which tends to be crisper than bagged popcorn because the carton vents more steam. Considerable effort also was devoted to the ingredients, which include a tender, super premium corn hybrid and a specially formulated flavoring that includes micro fine salt, real butter and a heat-activated foaming agent, which ensures even dispersion on the popped popcorn.

Shakers Vodka

The name for Shakers Original American Vodka actually evolved during the package design process when the concept of the cocktail shaker shape captured the imaginations of everyone at Infinite Spirits, Deutsch Design Works and structural designers at KID Group, all of San Francisco. "The cocktail shaker shape had not been used in the vodka area," says Steve

Goldman, general manager at Deutsch Design Works. "But maintaining the integrity of the shaker concept was an esthetic and technical challenge."



The Shakers Vodka label relies on colors and typefaces popular in the art deco period and recall a time when cocktails were an important social activity.

Since cocktail shakers tend to be short and squat and competing vodkas rely on tall, thin bottles, the designers had to figure out ways to elongate the design to give the bottle enough height to look formidable on the back shelf. The frosted bottle from Italy's Vetrerie Bruni features a tapered silhouette and beveled shoulder and a hot-stamped silver penguin adorns the lower front of the container. A silver-colored screw cap from Cameo Metal Products Inc.,

Brooklyn, N.Y., and a paper label from Inland Printing, LaCrosse, Wis., offset-printed in five colors completes the package. Back panel copy explains, "Cocktail Shakers first patented in America in 1872 have often been adorned with a penguin — a symbol of prosperity. Here's to Yours." Priced at about \$33 per bottle, the vodka is the product of a six-column distillation process using wheat from northern Minnesota and services of a local distiller to preserve the freshness and character of the grain.

Smithfield Premium Entrees

SimpleSteps packaging from Sealed Air's Cryovac Division, Duncan, S.C., enables center of the plate entrées like beef roast to be cooked, distributed, sold, reheated and served in the same package. One of the first users of the new technology is Smithfield Packing Co. for Smithfield Premium Entrees. The idea is to "bring consumers entrées they would not feel comfortable cooking themselves or that require too much time to prepare," explains Jim Schloss, vice president of sales and marketing at Smithfield. The packaging consists of a pre-formed, 9x6-inch, multilayer tray made primarily of heat-tolerant polypropylene, a polyolefin-based barrier lidstock, and a printed shrink bag to provide product identification, heating instructions, nutritional data and other information. Trays are filled with 16 to 24 ounces of food on a T570 machine from Multivac Inc., Kansas City, Mo., which handles trays three-up at 10 cycles per minute. After filling, lidstock is applied, a vacuum is pulled and film is drawn down to form a tight skin,

chance of leakage. Sealed trays are put through a slow cook process, which keeps package temperatures below 185° F to maintain seal integrity. After cooking, printed shrink bags are applied and product is shipped to stores where it is sold from the refrigerator case. To prepare the entrée, the consumer removes the tray from its outer packaging and sets it in the microwave. During microwave heating, generally about four minutes, the vacuum skin film balloons over the food, self vents and relaxes for splatter-free preparation. The self-venting lidstock does not need to be punctured before heating and releases steam generated during the heating process, minimizing the chance of being scalded when it's peeled away. In addition, stay-cool side handles on the tray make it easy to handle the warmed food. After a brief standing/cooling period, the consumer pulls an easy-open tab to remove the film, and the tray can be set on the table as the serving dish. To ensure package integrity throughout the processing and distribution cycle, venting only occurs at steam generation



Smithfield Premium Entrees require only three preparation steps: Remove outer packaging; place in microwave and heat; remove from microwave, let stand for 2 minutes, use tab to peel film away.

which follows the contours of the product and seals it in place. The vacuum skin keeps meat looking juicy and fresh and enables the product to be frozen for later reheating. The extensive seal area between lidstock and tray ensures package integrity throughout distribution and reduces the

temperatures thereby preventing premature release during or after the low temperature/slow cook process. "We adopted the package for its safety and ease of opening," says Schloss. "Our previous package, a vacuum pack inside a sealed tray, required two steps to

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