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# Packaging Resources, Inc.

## Containers Tailored to Food Enhance Dining Experience: October PRI Newsletter

Your customers are drawn to packaging that suits the food it contains. For instance, your hot dog item can be more pleasing to your customers if you present it in a foam hinged clamshell container that is a similar size and shape.

The October PRI newsletter spotlights ways that small, portion-sized side dish cups continue to suit customer tastes.

The intangible value of an appropriate container means value to your customer and added business for your company.

### In this issue:

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Sushi business owner extending the use of take out containers
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Freshly prepared Mexican dish packaged for top food presentation
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**Packaging Resources Inc. (PRI)** is a full-service food packaging resource company.

IML/PRI Packaging Company | Food Packaging  
Warehouse Sterling King Products

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Contact us at [newsletter@pripackaging.com](mailto:newsletter@pripackaging.com)!

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## Customer-Pleasing Soufflé Cups

QSR magazine recently reported that many restaurant owners are using individually sized soufflé cups. The cups control disposable packaging costs and provide a better customer experience.

In this month's PRI industry news article, the better the fit of a sauce, salsa, or fruit in its packaging, the better the customer experience.

The smallest sized soufflé cups are often your best bet for liquid sides like salad dressing. Larger soufflé cups accommodate foods like mashed potatoes or vegetables. The right size of the soufflé cup (1 oz, 2 oz, 2.5 oz, 3.25 oz, 4 oz or 5.5 oz) gives your customer the impression of a custom side order.

Another attractive feature is a well-sealing lid on the soufflé cup. A spill proof lid effectively seals in food, making it safe for travel.

Read more case studies at [PRIPackaging.com](http://PRIPackaging.com).

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## Industry News

**How Reusable Packaging Keeps Your Customers Coming Back**

Smart restaurant owners give customers an added value after they leave the store with reusable packaging.

"In our throwaway society, which is oriented toward convenience and

## Freshly Prepared Mexican Dish Packaged for Top Food Presentation

Before opening their Houston-area take out business, Higinio and Ascencion Amado saw a lack of fresh, authentic Mexican cuisine. Now, running their successful farmers market food operation Grande Tamales, they have achieved their goal of making homemade and freshly prepared tamales for customers.

Ascension observed a lack of right-sized handmade tamales in her area. "People were buying frozen tamales from the grocery store and restaurants. Most of the tamales in our neighborhood were small and machine made."

She says that pairing their signature food item with convenient take out containers has drawn customers' attention to the fresh product and has made carry-out trouble-free.

"The containers make it extremely easy to carry from one place to another," she adds. In addition to its convenience, Ascension says the shape and size of the container uniquely presents their food product. "The Sterling King Products TF1240B 42 oz container is just the right size to fit two pounds of our grand tamales," she describes. "Our tamales always look neatly packed and appealing to customers."

The Amado's regulars are seeking newly-made tamales on each visit to the farmers market. Ascension says they need a take-home option that doesn't compromise the quality of their favorite tamale. She remarks that customers love "the fact that in addition to freezing and microwaving their tamales, they can reuse them and even place containers in the dishwasher." The combination of a crowd-pleasing, freshly-made food with convenient, quality packaging, Ascension says, gives customers a reason to buy and return.

Read the rest at the [FoodPackagingWarehouse.com](http://FoodPackagingWarehouse.com) blog.

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Exclusively represented by PRI in North America, North American IML Containers is exhibiting at this year's Pack Expo, October 31 – November 3 at booth E-8012 in Chicago's McCormick Place.

consumption, reusability often is far down the list of potential packaging options. In many cases, however, it might be an excellent option," *Packaging Digest* magazine reports.

There are several ways customers can get more use out of their meal or its packaging. Diners might choose to reheat their meal and want the convenience to use its original cup, bowl or rectangular container. Microwaveable packaging is a hassle-free way for customers to enjoy their food purchase at home.

Read the full article at [PRIPackaging.com](http://PRIPackaging.com).

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## Extending the Life of Take Out Containers

Koichi Shuraku, of Maido Catering Service, sells his popular Japanese food and sushi rice bowls at the Salinas, California farmers market. The open air atmosphere of the market lends itself to homemade entrees and draws customers who want freshly-prepared treats that can be conveniently transported.

Once home, customers enjoy a meal that keeps well. They also like the packaging, Koichi says.

"As I'm selling the sushi rice bowls, a lot of customers say that they enjoy that the container is reusable," Kochi says. "People can wash their containers and put their food and container in the refrigerator." I use it myself too!"

Koichi has been buying Sterling King Products for three years. He uses the 12 oz, B12 and 22 oz soup bowl, the B22, as well as the R750 24 oz rectangular container for each of his food items. Being able to keep one product in one particular container has

See many examples of injection-molded products and leak resistant plastic manufacturing at IML's booth, open from 9 a.m. to 5 p.m. each day of the show. Stop by booth E-8012!

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### **Up Next! FPW 3-Year Anniversary**

Food Packaging Warehouse will soon mark its third year as an online retailer to independent food businesses, take out restaurants, caterers, delis and bakeries.

As part of the new Food Packaging Warehouse blog article series, restaurant owners like Jon Pazona of Crisp, Jennifer Barbieri of the Natural Dog Company and Saverio Donancricchia's Albano's Pizzeria have shared their stories.

In each article, FPW customers discuss take out items that they use each day, including soup bowls, bakery bags and foil.

Food Packaging Warehouse also recently profiled Suzanne Fitzpatrick's use of rectangular plastic containers for "Operation Christmas Cookie," sending treats to soldiers overseas.

streamlined sales and made transportation easier.

Read the rest at the [FoodPackagingWarehouse.com](http://FoodPackagingWarehouse.com) blog.

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### **Industry News**

#### **One Sauce Doesn't Fit All**

Marking a trend in foodservice, QSR's online magazine recently profiled the growing push for individualized meals for customers and highlighted how restaurant owners are creatively meeting this need by looking beyond the main course.

Side dishes made for customer's specific tastes allows take out restaurants to serve a tailored dining item and still control cost.

"Restaurants are increasingly using various sauces and dips to provide customers with the ability to construct their own flavor profiles built around existing menu items," the QSR author writes.

According to QSR, restaurants owners need to strike a balance between cost-effective meal choices and serving ...

Read the full article at [PRIPackaging.com](http://PRIPackaging.com).