



Stand OUT Packaging

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Packaging Resources Inc. (PRI) is a full-service food packaging resource company.

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Transparency Sells: August PRI Newsletter

Food packaging that clearly showcases your food products can pique customer interest and drive sales. Many business owners choose containers that let customers look right at their food product.

This month, take a look at how paper bags with windows and clear plastic food containers offer a great advantage toward foodservice success.

Plastic to go food containers like deli cups and salad containers are designed with materials for the best possible clarity. Bakery bags that show food through a plastic window also let the food product speak for itself.

The material in all PRI packaging products is environmentally sound, another enticing attribute to consumers. Whether you want to show off your summer salads, fruits, fresh deli sandwiches, baked goods, desserts or pet food (like our latest business profile) transparent containers make an undeniable, eye-catching and sales-driving food presentation.

Clear Packaging Potential of Fresh Food, Deli Cups and Salad Containers

For many customers, being able to view a product while it is in the package gives more confidence in the food they're buying. Convenience is also important, but customers also want to quickly survey the freshness of their food to feel more secure about their purchase.



Deli Business magazine recently reported on the advantages of clear food packaging and the impression it gives on the shelf. One sushi business owner who uses transparent packaging believes that clear packaging answers many customer concerns. "If you're hiding the product from consumers, they assume the worst," he says.

Experts for the Deli Business magazine article also commented that transparent packaging has a direct relationship to purchases. "Consumers tell us they want to see the product they're buying, so clear packaging has an advantage for driving sales," said one plastics manufacturer.

Interesting and functional packaging will always be a huge part of the to go buying experience, the manufacturer says, and clear packaging is an added way to let the food draw its own attention. "The product itself must satisfy the consumer's perception of value."

Take out meal customers are not always looking for a typical to go meal like burgers or hot dogs. More often, they are interested in fresh food, like fruit, sandwiches

In this issue:

- **Features Topic:** What clear packaging does for deli food and salad presentation
- **Success Story:** Paper coffee bags work for great variety of customers and products, even dogs and treats
- **Industry News:** Fresh food in to go packaging becoming popular for grocery stores

and salads. With less time to spare for dining, salad containers that can close and seal quickly without leaking and deli cups that can be easily reheated stand out to grab-and-go consumers.

This kind of fast casual dining has become a focus industry wide. "With convenience on the front of today's busy shopper's minds ...

Read the full article at PRIPackaging.com.



Paper Bags for Good Business

Jennifer Barbieri, principal partner of The Natural Dog Company, found surprising results when she tried out a sturdy, windowed paper coffee bag to meet the special requirements of her product.

Jennifer's business specializes in pet treats using natural and organic ingredients. Her East Coast-based business makes use of paper bags to attractively display dog muffins and cookies as well as preserve the food's freshness with earth-friendly material.

Her chosen packaging, the one pound, windowed TN-4PLA paper coffee bags, suits both her practical and creative needs.

"How our product looks on shelves and how it draws customers is quite important," Jennifer states. Because of the clear front of her packaging, she says, customers don't have any question as to what they are purchasing for their dogs.

"As a new company in the dog treat market, it was important that we use packaging that could properly contain our product as well ...

Read the rest at the FoodPackagingWarehouse.com blog.

- **PRI Happenings:** How plastic containers help cookie care packages reach soldiers overseas



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Industry News

Time and expense concerns lead customers to prepared meals at the supermarket

A new report on the growing popularity of prepared food meals indicates an increased opportunity for sales of take out fresh food. Fresh food businesses are benefiting from a consumer shift to one-stop food shopping. In an article from QSR magazine online, industry professionals are finding that consumers, pressed for time and money, look to grab prepared meals to go at super markets.

Citing a study on consumer behavior and prepared foods, QSR reports that 64 percent of survey respondents said they had purchased ready-to-eat or heat-and-eat food from a grocery store within the last month.

Combining the elements of fresh food with to go containers, the study suggests, offers a chance to meet more consumer needs.

Read the full article at PRIPackaging.com.

The Natural Dog's popular products, each baked with high-fiber and no preservatives, include Apple and Oat, Banana & Carob and Peanut Butter Hearts. For all product and background information visit <http://www.coltsnecknatural.com/naturaldog.html>.



Add your voice to FPW's blog discussion!

Contact us at newsletter@pripackaging.com!

We want to know your business success story!

Do you want free products? If so, all you have to do is write up a 300-word story about your business. Just describe which containers you purchased from Food Packaging Warehouse and how they have helped your business.

Please send us an email or a Microsoft Word document and attach two to five photos or video clips. Please send us good quality pictures and videos. We need you and your products looking good! Videos must be at least 30 seconds long.

We will post the stories on our blog and you will receive a FREE case of a product.

Visit FoodPackagingWarehouse.com/Your-Story for details.



September 13-15, 2010 - **North America IML Containers** will be exhibiting at the **International Dairy Show** at the Dallas Convention Center in Dallas, TX. Visit booth 247.

Upcoming Industry Trade Shows:

- September 12-14, 2010 - Florida Restaurant Lodging Show, Orlando, FL
- September 26-29, 2010 - International Baking Industry Exposition, Las Vegas, NV



Operation Christmas Cookie

In 2007, while her son Brian was stationed in Kandahar, Afghanistan, Suzanne Fitzpatrick sent care packages and homemade cookies to bridge the gap during holidays. At Christmas time, Suzanne's son was sharing the cookies with friends and the treats became a popular special gift from home for fellow soldiers.

Suzanne soon saw the happy impact these cookie packages had for men and women overseas. She began her program called "Operation Christmas Cookie," and began looking for the best containers to send the treats around the globe.

"The cookie containers needed to close tightly, because I wanted to make sure that it didn't arrive in a bunch of crumbs," Suzanne says. She said she quickly saw the satisfaction of the soldiers. "There are pictures where I can see everyone opening their boxes and the cookies are looking great and in good condition."

For more information on Operation Christmas Cookie and on ways to help care packages reach service men and women, contact sfitzpa774@gmail.com.

Read the rest at the FoodPackagingWarehouse.com blog.