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June PRI Newsletter

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

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

SKP Plastic Soup Bowls: A Recipe for Take Out Success

Jon Pazona is the owner of Crisp Restaurant in Chicago, a popular restaurant serving Korean American fusion food. When taking stock of his to go food packaging requirements, he looked for a plastic take out bowl that could be reheated and delivered without breaking or spilling. His search led to a soup bowl from Sterling King Products that had both qualities.

“(Using the bowls) has been great,” Jon says. “They have been extremely versatile and the lid seals completely.”

Jon’s business serves both in dine in and take out food and he is always keen to keep operating costs low. “Being cost-effective is obviously a big part of what we’re looking for.”

The microwaveable and affordable Sterling King Products soup bowl improved his business in unexpected ways.

“The clear plastic snap on lid has been absolutely spectacular for our number one item, the Big Boy Buddha dish,” he says. Even putting in hot white rice does not cause the bowl to melt and protects the integrity of the dish. John uses the B28 and B40 to suit different serving sizes.

The reusability of the bowl is also an important selling point.

Once customers have purchased their take out food, the packaging can still have an impact on his return business. Jon says customers have found value in the soup bowls even after leaving the store.

Usability and cost are the two undeniable factors when anyone is making a food packaging purchase. This is true for foodservice, food processors and distributors. If a foodservice operation has the ability to offer a product at the highest convenience and a reasonable cost, they are well equipped to do business.

The pairing of usability and cost is also the demand of the end user. Restaurants and foodservice create a competitive option for customers when they supply a food packaging solution that answers both of these concerns.

This month, read about **two take out food packaging items that are designed for versatility and affordability**. The time is right too! The summer months are the perfect occasion for catered parties. Choices for take out and to go food are also a particularly high priority for consumers in the season’s hot months.

In this issue:

- **Spotlight Soup Bowl, Business Profile:**
A popular restaurant finds success with Sterling King Products.
- **Rectangular Take Out Containers, Product Profile:**
High worth, low cost food packaging.

Event highlights:

- Charitable Golf Outing with **FoodPackagingWarehouse.com**
- 2010 National Restaurant

"Customers reuse the bowls ... they bring them to work and reheat it," he says.

Read the rest of this story at PRI case studies page.

View SKP soup bowl literature.

Sterling King Products: Compartment containers for easy food presentation and competitive cost

One of the premiere take out food containers that is exclusively represented by PRI, Sterling King's new multi-compartment container incorporates several food packaging needs. As the restaurant industry slowly recovers from the recession, function is still equally important as affordability in food containers.

With these two goals in mind, Sterling King Products deli line delivers. These plastic food containers are hot and cold food resistant and are reasonably priced for foodservice.

The term deli food covers pickles, sandwiches, soup and meats. To suit each food's size, weight and juices, Sterling King Products has produced rectangular containers from 16 to 42 oz. The TF series, with two and four compartments, is ideal for entrees that separate main course from side dish. The TF Series has a unique size and wave design that is microwaveable and leak resistant.

The wholesale pricing of the item encourages bulk purchasing, another way to control cost.

View SKP literature.

Contact us at newsletter@pripackaging.com!

Show Wrap Up

Foodservice Fact

29 percent of adults say purchasing take-out food is essential to the way they live.

-National Restaurant Association

National Restaurant Show Wrap Up

NRA Show 2010 gave the industry a positive send off at the end of its run on May 25th at Chicago's McCormick Place. Foodservice professionals shared enthusiasm and ideas for restaurant businesses and represented a year of new growth.

The team from FoodPackagingWarehouse.com received valuable feedback at our NRA Show booth. Owners from **restaurants, bakeries and convenience stores**, to name a few, offered their insight on how they use take out containers. We're glad to hear about the benefits of foil, foam and plastic containers and how we can continue to supply functional food packaging.

The "You Get, We Give" initiative raised funds for a local charitable organization. Great thanks to the attendees for visiting our booth, taking a sticker, learning about our food packaging solutions and supporting local schools.

On Friday, June 18th, Food Packaging Warehouse will sponsor the 2nd Annual Golf Tournament hosted by the community advocate and services resource **Good Shepherd Center**.

By attending and supporting the charitable event, the FPW staff hopes to strengthen the impact of Good Shepherd Center's good deeds and collaborate to reach a maximum

amount of needy people in Chicagoland.

“Participating in this golf event is in line with FPW’s commitment to the special needs of the area and community,” says Jeff Lukas, president of Packaging Resources Inc., FPW’s parent company.

Visit www.gscenter.org for event details.