

# Takeout and Grab-n-Go just became “Clearly” Better

***Anchor introduces the first full line of cold PET takeout containers that feature both anti-fog technology and consumer tear-away lid benefits***

**(St. Louis, MO) May 14, 2012.** Consumers shop first with their eye. They want to see their food, as well as, know more about what they are consuming. Foodservice providers in every channel—supermarket, restaurant, catering, convenience store—recognize that to increase their “share of stomach”, they must meet the consumer’s need for the best visual presentation of prepared food, as well as, performance and convenience. **Anchor Packaging’s new Gourmet Classics® (“GC”s) Series** is the perfect solution for meeting these growing trends.

The new **Gourmet Classics®** Series has crystal clear lids with integral **anti-fog technology in cold temperatures**. With the elimination of condensation, this increases viewable lid “real estate” where the prepared food and the logo/label information can both be seen. Tuxedo black bowls create the perfect palette for showcasing prepared food’s bright colors and textures in cold grab-n-go displays, providing excellent merchandising. A recent study published in the journal **Environment & Behavior** found that college students were more likely to **grab** foods when they could see them **clearly**.

Anchor has also added a **consumer-friendly, perforated hinged tear-away lid** to the new **Gourmet Classics** Series. After removal, the lid can easily nest under the black tray, interlocking in place for optional use later. The lid design provides for other value-added features including: **one-hand lid closure**, textured offsetting tabs on the base and lid for **easy opening**, and the single-piece bowl and hinged lid **simplifies ordering, inventory and handling**.

As costs rise, particularly at the fuel pump and for food in every channel, consumers continue to search out reduced cost, better perceived-value snack and meal solutions. Therefore, The **Gourmet Classics** Series was redesigned to be **“right-sized”**, offering smaller portions—yielding an average of **9% savings in food costs and calories**, compared to other containers in its class. Lower costs. Better price points. Higher profit. Consumers also enjoy the benefit of reduced-calorie snacks, salads, cold sides, sandwiches, desserts on the menu or from the grab-n-go case. The 6 new GC’s are available in 6,” 7½,” and 9” footprints, with deep and shallow versions in capacities ranging from 14 – 40oz.

All operators and consumers are looking to affordable, more **sustainable food packaging**. The **Gourmet Classics** family of containers meets that need, as they are **made of #1PET, the most commonly recycled plastic nationwide**. Additionally, through advanced engineering design, the new Gourmet Classics Series uses **less petroleum-based resin** per ounce capacity delivered—on average **20% less**—compared to similar capacity containers in their class.

Each Gourmet Classic footprint is **stackable to 3-high** with a positive stack feature, saving space during prep/staging, in display cases, or in the takeout bag. More durable than polystyrene, the **Gourmet Classics** Series will **not break or crack**, even if dropped, especially in cold or freezing temperatures (to 20°F). No leaks on the car seat on the way home.

Anchor Packaging’s product line includes a broad variety of upscale and mainstream take-out packaging and film products, used by restaurants, food processors, supermarkets and other foodservice operations. Anchor also offers containers for merchandising prepared ready-to-heat meals in supermarkets, deli cup containers, all-purpose foodservice cling wrap, and aluminum foil rolls.

**Culinary Classics®, Culinary Basics®, MicroRaves®, Incredi-Bowl®, MicroRounds®, the Roaster®, Microlite®, CrystalClear®, Gourmet Classics®, Bon Faire®, and AnchorFoil®**, are among Anchor’s unique product brands. Anchor also provides custom package design and manufacture for many large food companies in the United States, Canada, South America, Europe and Australia.

# Anchor Acquires MVP-Mt Vernon, KY Plant

## Sixth Anchor Location Offers New Capabilities

(St. Louis, MO) April 9, 2012. **TODAY, Anchor Packaging, Inc.** announced the acquisition of the Mount Vernon, KY thermoforming facilities and equipment, previously operated by MVP. This latest acquisition, combined with **Anchor's** strong track record of organic growth, now brings the number of **Anchor** facilities to 6, with a combined total of more than 1.6MM square feet of manufacturing and warehousing space.

"This was very strategic acquisition for Anchor Packaging", stated Bob Hermann Jr., CEO of Anchor. "We have now added Trim-in-Place, Injection Molding, and Printing capabilities to our portfolio, along with our traditional focus on Inline Thermoforming. This will allow us to reach new markets, as well as better serve our existing customers, by offering a broader range of technologies to meet their needs".

The Mount Vernon facility will initially produce polypropylene deli cups and lids, injection-molded polyethylene lids, and a new line of deli containers, unique to the industry. That will soon be followed by additional product lines, which will utilize the capabilities of the equipment, beyond their current application.

Jeff Wolff, President of Anchor Packaging, provided this perspective: "Our mission has been, and remains, to continually delight our customers. This acquisition allows us to offer an additional manufacturing site, for contingency planning purposes, while also allowing us to become vertically integrated on our Deli Cup product line. Beyond that, we see a virtually-unlimited horizon of new product possibilities, once the capabilities of this site are combined with our core strengths in our existing operations".

The new operation will commence initial production within 60-90 days, and begin shipping selected products later this year. Full-scale production is expected to provide new jobs in the area for approximately 150 residents of the Mount Vernon area.

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# Adds Director, National Accounts

## *Positions company for growth and highlights long-term commitment to the retail and foodservice segment*

(St. Louis, MO) April 9, 2012. Over the past 7 years, **Anchor Packaging** has grown substantially, with the addition of several hundred new innovative custom and stock products for restaurant and retail operators. Of particular note, is Anchor's increased success with National Accounts in both the Retail and Foodservice channels. In an effort to better serve these segments, Anchor Packaging announced today, the appointment of **Bob Brannen** to the newly created position of **Director-National Accounts, North America**.

Bob joins Anchor Packaging after spending a combined 20 years with the Pactiv Corporation, where he held positions with varying degrees of responsibility including National Accounts Manager, and most recently, Director of Sales Supermarket and Processor.

Prior to Pactiv, Bob worked for the Quaker Oats Corporation.

He will report to **David Johnson, Executive Vice President-Sales**, who stated With Bob's strong food industry and packaging experience, we are confident he will help us continue with our unparalleled growth in these areas."□Reporting directly to Bob will be **Marianne Hilton, Director-National Accounts, Retail** and **Frank Baumann, Director-National Accounts, Foodservice**, as well as their respective organizations.

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## Anchor Helps Operators Optimize Salad Programs

### Recent Study Finds 81% of Consumers Include Salads in Their Meal Choices

(St. Louis, MO) April 2, 2012. In a report recently released by **Technomic**, emerging consumer trends clearly showed a continued increase in salad consumption, when purchasing meals away from home. This category growth appears to be driven by consumers' dual desire for healthier meals, as well as their economic reaction to the rising price of proteins.

**Anchor Packaging** has long been at the forefront of observing shifts in consumer behavior, and then providing the packaging solutions to enable the food products consumers desire.**Anchor's** most recent new product launches, **Crystal Classics®** 8"□ PET Bowls and 7"□ PET bowls, are the latest examples of **Anchor's** focus in this key area. Observing that some of the most successful operators utilize a salad program with both a Mid-size and Large salad offering, **Anchor** created these two product lines, with an identical family look"□.

Introducing Anchor's new **CPS700s** and **CPS800s**"□square, black, low-profile bowls that make excellent use of your valuable space, when merchandising in grab-n-go cold display cases, refrigerated shelves, staging on counters, or stacked in carryout bags.

**CPS700 Series** offers 3 bowls for a Mid-sized portion"□12 oz., 16 oz. and 24 oz. versions of this 7"□ footprint with a single lid. The 24 oz. serving is unique; in this smaller footprint, it provides an upscale PET package for a 24 oz. salad at a cost not previously possible. The 7"□ dimension, as well as the square shape, also provides better space utilization than can be found in other larger footprint 24 oz. bowls.

**CPS800 Series** was created for the Large offering"□20oz., 32oz., and 48 oz. The 20 oz. bowl option was created to allow operators to reduce their food cost by 20%, while still providing an attractive salad in a Large 8"□ footprint. The 4 oz. reduction in capacity also ties in with consumers' recent desires for smaller portion sizes. The 32 oz. and 48 oz. sizes of this series offer multiple serving options, while optimizing space, through the square design and 8"□ dimension.

The **CPS700** and **CPS800 Series**, as well as, all **Crystal Classics** bowls and lids are"!

- **Recyclable.** Made of #1 PET, preferred for recycling nationwide.
- **Crack-Resistant.** Stand up to cold temperatures and won't break, even if dropped.
- **Easy to use.** Lids apply quickly, providing excellent operational efficiency. Textured tabs on both the bowl and lid facilitate easy removal by the consumer.
- **Leak-Resistant.** Designed with an inner/outer double seal. Keeps food fresh"□.

- **Stackable.** Each footprint allows for positive stacking on display, while staging, or in a carryout bag.

Even with all of these rich features and unique size options, all **Crystal Classics** bowls, including the **new CPS700 and CPS800 Series**, are surprisingly affordable.

With the addition of these new bowl options, **Anchor Packaging** now offers **16** different **Crystal Classics** cold PET bowls and lids round and square, black and clear—that range in capacity from 8 oz. all the way up to 48 oz.

Anchor Packaging's product line includes a broad variety of upscale take-out packaging used restaurants and other foodservice operations, as well as, containers for merchandising prepared ready-to-heat meals in supermarkets deli cup containers, all-purpose foodservice cling wrap. **Culinary Classics®**, **Culinary Basics®**, **MicroRaves®**, **Incredi-Bowl®**, **MicroRounds®**, **the Roaster®**, **Microlite®**, **CrystalClear®**, **Gourmet Classics®**, **Bon Faire®**, and **AnchorFoil®**, are among Anchor's unique product brands. Anchor also provides custom package design and manufacture for many large food companies in the U.S. and Canada.

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## Launches 2nd Crisp Food Container

(St. Louis, MO) **October 25, 2011 Anchor Packaging** announces the addition of a second, smaller, version of its highly successful, patented, **Crisp Food Container®**. Utilizing the same **Convection Cross-Flow™** technology as its predecessor, the new container is sized to hold four pieces of chicken, or a variety of other fried food products.

Until the launch of the original **Anchor Crisp Food Container** in 2009, the industry had struggled with balancing food quality along with food safety. Packaging methods that allowed enough moisture to escape to retain the crispiness and texture of the food, also exhausted heat too quickly. This frequently led to internal temperatures below those required by local Health departments.

The **Anchor Crisp Food Container** solved both of these problems for the industry, and subsequently won the **Ameristar Award**, issued by the Institute of Packaging Professionals, and Germany's **Worldstar Award**. Intended for an 8-piece portion of fried chicken, it measures 9.5 inches by 10.5 inches, when closed. It is now in use in over 1,600 stores and has become one of **Anchor's** most successful products. However, its widespread success resulted in numerous requests from the industry to create a similar product in a smaller size. With the launch of this latest product, a much broader spectrum of foods can benefit from **Anchor's** technology breakthrough.

In either size, the **Crisp Food Containers** use through-the-closure ventilation, along with raised airflow channels in the base of the container, combined with venting in the anti-fog lid, to ensure that fried foods remain crispy. The unique design of this packaging system retains internal temperatures better than other containers in use for fried foods. And, like all products in Anchor's Culinary line, it is designed to withstand up to 230°F when placed in warming unit displays and under heat lamps. Made of polypropylene (#5PP), they are microwave-safe, dishwasher-safe, and consumer reusable and recyclable. **Better texture, better temperature retention, better tasting fried foods.**

Anchor Packaging's container product line includes upscale take-out packaging used for merchandising prepared ready-to-heat meals in supermarkets, take-out containers in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, DeliView®, and AnchorFoil® pans** are among Anchor's unique product lines. Anchor also provides custom package design and manufacture for many large food companies in the U.S. and Canada.

## Sponsors 2011 ACF Culinary Challenge in Las Vegas

(St. Louis, MO) March 15, 2011 Earlier this month, the **American Culinary Federation (ACF)**, hosted a 2-day, professional-grade competition in Las Vegas, Nevada. Chefs from around the world, representing some of the best restaurants, country clubs, and culinary institutes competed, head-to-head, in 6 different food categories. This competition was held in concert with the 2011 Catersource annual trade show.

**Anchor Packaging**, the leading manufacturer of upscale takeout containers, was the overall sponsor of the event. As part of a unique challenge designed by the ACF, Chefs from the 6 categories were required to prepare and plate their culinary creations in an Anchor Packaging **Culinary Classic** To-Go container.

"In today's economy, many consumers are utilizing takeout from their favorite restaurants, as a substitute for dine-in", said **Anchor Vice President of Marketing, Michael Thaler**. "These consumers are expecting a presentation and a culinary experience that is consistent with what they have come to expect during their dine-in occasions".

In addition to the medals and cash awards provided by the ACF in each category, Anchor Packaging offered a \$1,000 prize for the "Best takeout experience created by any Chef" during the competition. The winner of this special award was **Chef Samantha Caves** of North Bena, Oregon. Chef Caves is currently employed at the Oregon Coast Culinary Institute.

To further demonstrate its support of the ACF and the Culinary Arts, Anchor sponsored **Chef Ashlie Haines** of Chesterfield, Missouri in this world-class event. Ms. Haines is employed at Cardwell's, a well-known restaurant in the St Louis area. Chef Haines was awarded First Place in her category, and received her first ACF medal.

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## 4th Reward of 2010 for Product Innovation

**Anchor Wins 4<sup>th</sup> Award of 2010 for Product Innovation**

***Crisp Food Container to receive Germany's WorldStar Award***

(St. Louis, MO) **December 13, 2010 Anchor Packaging** continues to receive accolades and recognition for its innovative new product designs". The **Culinary Classics**, The **KFC Reusable Sides Container**" and now the **Crisp Food Container**, resulting in a total of 4 awards for Product Innovation, in the past 12 months alone.

Earlier this year, the **KFC Reusable Sides Container** received the **2010 Greener Package Award** for offering the *first reusable sides container in the fast food industry*. It was also a **Pack Expo Selects** Finalist.

At approximately the same time, Anchor's **Crisp Food Container** was named the **2010 AMERISTAR Award Winner** by the IoPP



(Institute of Packaging Professionals) in recognition of, commitment to, and support of, excellence in overall package design and functionality. The judging criteria consisted of: innovation, food protection, performance, and environmental impact.

The **Crisp Food Container** was subsequently recognized by the **FPI** (Food Packaging Institute) in the categories of Innovation and Performance. And, most recently, Germany's Interpack has also selected the **Crisp Food Container** as their choice in Packaging Innovation. Interpack considered entrants from over 30 countries before making their decision.

Designed and manufactured by **Anchor Packaging**, the **Crisp Food Container** uses an exclusive, patent-pending, *convection cross-flow® ventilation* design to relieve moisture and condensation, while ensuring that fried foods remain crispy. Independent, side-by-side tests at several leading retailers demonstrated that the **Crisp Food Container** allowed the food product to retain more of its internal temperature than other available packaging, thus assisting in meeting local health department regulations.

The **Crisp Food Container** is made of re-usable polypropylene, and consists of a black base and clear lid, formed as a single hinged container.

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## Anchor Design Wins 2010 Greener Package Award

### Anchor Design of KFC Reusable Sides Container Wins 2010 Greener Package Award

(St. Louis, MO) October 4, 2010 Working with **KFC**, **Anchor Packaging** is *changing the way consumers look at takeout packaging*. "Through research, **KFC** found that consumers prefer reusable containers because it gives them control of how the item is reused, or disposed of, after purchase", stated Susan Miles, **KFC** Engineering Manager.

Like many large multi-unit foodservice companies, **KFC** was using a disposable printed polystyrene foam bowl to hold its side dishes. KFC recognized that if they could change their containers from a disposable item to a reusable item, similar to the food storage containers consumers willingly purchase, they would achieve a double win. "The containers would no longer end up in landfills and their consumers would receive a premium", in the form of a new food storage container every time that they ordered a meal at KFC.

**KFC** turned to **Anchor Packaging**, the leading manufacturer of polypropylene and PET food containers, to design a container that would accomplish this vision, while still performing operationally at store level. Made of 100% polypropylene, the same material used to make the leading retail food storage containers, the **KFC Reusable Sides Containers** are microwavable, dishwasher-safe, and fully reusable. The bowl is clear, allowing the consumer to see what is inside, both at the time of purchase, and when used to hold leftovers in the consumer's refrigerator. The lids are colored in KFC-red to give the consumer the clue that these are reusable food storage containers.

The introduction of this new container is part of a larger packaging initiative that **KFC**, the country's largest chicken restaurant chain, is undertaking. KFC is also introducing a new web site to tell the Reuse, Renew, Rejoice story. Those interested in learning more about KFC's current and future packaging initiatives from reusable side containers to the replacement of plastic plates can visit the web page.

Consistent with the EPA's Solid Waste Management Pyramid Strategies of: **Reduce, Reuse, Recycle, and Recover Energy:**

#### **REDUCE the Carbon Footprint.**

- 25% LESS ENERGY to produce polypropylene than general-purpose polystyrene.
- 51% LESS GREENHOUSE GASES generated with polypropylene, compared to general-purpose polystyrene production.

#### **REUSE the KFC container.**

- The bowls and lids are consumer-reusable, providing for an extended use life-cycle.

#### **RECYCLE the KFC container.**

- The **KFC** Reusable Sides Bowls are recyclable, made of #5 PP polypropylene. As reported at the 2009 Biopolymers Symposium, "Of the fossil fuel-based resins, only polypropylene can be considered sustainable, per the scorecard, based mainly on the environmental merits of the monomer propylene and the ability to introduce large amounts of post-consumer recycled content."

#### **RECOVER Energy.**

- As an end-of-life solid waste component, and part of a waste-to-energy program, polypropylene has the highest value in stored energy when incinerated. 38 million BTU's per ton of material. Coal contains only 1/2 the BTU's on average, per ton.

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## **Anchor Crisp Food Container Chosen 2010 Ameristar Award**

**(St. Louis, MO) May 17, 2010** The IoPP (Institute of Packaging Professionals) presented the Ameristar Award to **Anchor Packaging** in recognition of, commitment to, and support of, excellence in overall package design and functionality. The judging criteria consisted of: innovation, food protection, performance, and environmental impact. Formal recognition took place at the Ameristar and IoPP Honors and Awards dinner.

The **Crisp Food Container** uses an exclusive, patent-pending, *convection cross-flow™* ventilation design to relieve moisture and condensation, while ensuring that fried foods remain crispy. Independent, side-by-side tests at several leading retailers demonstrated that the Crisp Food Container allowed the food product to retain more of its internal temperature than other available packaging, thus assisting in meeting local health department regulations.

The Crisp Food Container is made of re-usable polypropylene, and consists of a black base and clear lid, formed as a single hinged container.

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## Culinary Classics® Crisp Food Container Redefines Fried Food Quality

**(St. Louis, MO) September 8, 2009** For years, the industry has struggled with a variety of packaging methods to heat, display and transport ready-to-eat fried food items, such as fried chicken, seafood, etc, balancing food quality along with food safety. Containers that were capable of retaining heat, also retained moisture, leading to sogginess and a degradation in food texture. Packaging that attempted to provide adequate ventilation to maintain food texture, frequently allowed product temperatures to drop below that which is allowable by local Health Department regulations.

With the new **Culinary Classics Crisp Food Container** from Anchor Packaging, both objectives are met. A classic 1-piece, black tray and hinged, clear, vented lid provide a proprietary engineering union in solving these problems, while providing excellent culinary presentation for crisp food menu items.

The Crisp Food Container uses an exclusive, patented, *convection cross-flow™ ventilation* design to relieve moisture and condensation, while maintaining product temperature. Through-the-closure ventilation, along with raised airflow channels in the base of the container, combined with venting in the anti-fog lid, ensure that fried foods remain crispy. The unique design of this packaging system retains internal temperatures better than the market-leading rigid container currently in use for fried foods. And, like all Culinary Classics, it is designed to withstand up to 230°F when placed in warming unit displays and under heat lamps.

Independent, side-by-side tests at several leading retailers demonstrated that the Crisp Food Container outperformed the leading fried chicken container: Better texture, better temperature retention, better tasting fried foods. The Crisp Food Container holds up to 8 large pieces of chicken, as well a variety of other fried food items. It is made of polypropylene (#5PP), and is microwave-safe, dishwasher-safe, and consumer reusable and recyclable.

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