LAUNCHES 6″□ SQUARES FOR CONSUMER TREND OF SMALLER PORTIONS

(St. Louis, MO) November 4, 2013, Anchor Packaging, Inc. announces the addition of a new series of 6″□ square RPET containers and lids to meet the market demand for small salads, sides, and reduced portions. Consumers are looking for healthy, low calorie, and diet friendly alternatives in a convenient, easy-to-use package. Snacking on the go has replaced the traditional sit-down meal times for many busy consumers and these little squares fit perfectly into these emerging trends.

The square shape and smooth, angled side design of the new Crystal Classics® 8, 12, and 16 ounce upscale black bowls maximize the value perception of more food and the fresh, appealing presentation drives impulse sales. The clear, flat or dome lid options that fit all three sizes keep food and inventory costs down while preventing errors on takeout orders. The flat lid facilitates portion control and the dome lid allows mounding of food for increased visibility on grab and go displays. Both lids include Anchor's new cold temperature anti-fog technology to ensure visibility of the food contents at all times.

Made with post-consumer recycled RPET, the new leak-resistant packages are surprisingly affordable considering the high quality and rich performance features. As food prices continue to rise, operators look for ways to reduce costs with new food options and refreshed recipes. The new CPS600 Series offers an attractive, table-ready presentation making new menu items stand out, but at a price that creates additional profits. Crystal Classics® bowls are also available in 7″□ and 8″□ squares and 6″□, 7″□ and 8.5″□ rounds for a variety of cold meal options in portions from 8 to 48 ounces.

Anchor Packaging's products also include upscale takeout packaging used for merchandising prepared ready-to-heat meals in supermarkets and takeout meals in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, Mega-Meal®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, Crystal Clear®, Crystal Classics® Rounds, and AnchorFoil®** are among Anchor's unique product lines that also include foil and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.