

New Package Holds More Than Food

(St. Louis, MO) March 17, 2014. **Anchor Packaging, Inc.** announces the addition of the new

Embraceable® oval platter and dome lid to the MicroRaves® line of high heat polypropylene products.

This new 11" x 8" black, oval platter was designed with a locator ring in the bottom to hold a standard 8 ounce paper food container. This popular serving size is used for chili, soups, oatmeal, grits, mac & cheese, and many other items that often accompany a main dish, sandwich or salad. It is no longer necessary to lid both the 8 ounce side and the main course to transport separately. Simply place the paper container into the platter and add the new *Embraceable* dome lid with the ring formed into the top to cover the paper container and also seal the oval platter; one lid doing double duty!

The clear, anti-fog, vented PP lid keeps food looking fresh and appealing while eliminating order errors due to lack of visibility. The dome lid holds the paper container in place and helps to keep dense or solid foods inside the paper container. The closure design for the platter and dome is leak resistant to prevent messy spills and provide a secure lid fit while in transit.

Both base and dome work well for hot foods held under heat lamps, chilled ready-to-heat meals in the microwave, and for assorted cold food applications. The strong and durable, cut-resistant black PP bases withstand temperatures up to 230°F. Bases are made with renewable mineral additives reducing the use of petroleum based resin up to 40% joining other products in Anchor's Nature's Best® line of sustainable products.

In addition to reducing the number of lids used for the 8oz squat paper food container, the versatility of a single package for a single hot or cold food or a combination of both hot and cold reduces SKUs and inventory costs. Unique *Embraceable* platters and domes promote sales of combination meals at breakfast, lunch and dinner.

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®, Culinary Squares®, Mega-Meal®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, Crystal Clear®, Crystal Classics® Rounds, and AnchorFoil®** are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.