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 then 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.