

Anchor Packaging presents *Marketing Opportunities* **Making Breakfast “Hot” Again***



The Breakfast Dining Experience		Anchor Answers
<p>How will you save the consumer time today?</p>	<ul style="list-style-type: none"> Breakfast takes about 24 minutes, with 10.2 minutes to prep and cook. 	<p>Fast, Convenient, Simple. Clear anti-fogging lids and black bases, bowls, and platters make order accuracy a priority at the drive-through or the counter.</p>
<p>What does the consumer want from breakfast?</p>	<ul style="list-style-type: none"> An easily repeatable routine, to <u>save time</u>. A <u>Healthy start</u>: Better for you products account for 50% of all breakfasts. Yogurts and hot cereals are the fastest growing. <u>Portability, Convenient</u>. Eaten in the car. The annual number of breakfasts purchased at a restaurant and consumed in a car has quadrupled. Breakfast sandwiches and coffee rule. 	<p>Make it Hot. Keep it Hot. Withstands temperatures up to 230°F (under heat lamps, in warming units) and retains food temperature.</p> <p>“Green” Eggs and Ham. “Green” as in sustainable. Reusable and recyclable ♻️ polypropylene takeout containers. Dishwasher-safe. Microwave-safe.</p>
<p>How will you make my breakfast dining experience about me (the consumer)?</p>	<ul style="list-style-type: none"> The breakfast emotion is <u>individualistic, indulgent</u>. There is a sense of freedom that comes with <u>personal choice</u>. Starting the day off right. 	<p>Indulge your customers. Make a good impression with a visual presentation. No EPS (polystyrene foam) clamshell covers or wraps to hide your culinary breakfast menu item.</p>

CULINARY SERIES - ENTRÉES & FAMILY MEALS





	Product Number	SKU#	Description	Capacity (oz./ml)	Dimensions	Case Wt. (lb/kg)	Case Cube (ft ³ /m ³)	Case Pack	TI/ HI
	CC6922B	4656922	Microwavable 2-compartment base/2-compartment vented lid hinged clamshell	18.5/11.5 oz. 547/340 ml	6" x 9" x 3" 15.2 cm x 22.9 cm x 7.6 cm	13.58 lbs. 6.16 kg	2.55 ft ³ .072 m ³	100	9/4
	CC91031B	235910	Microwavable 3-compartment base/1-compartment vented lid hinged clamshell	26/7/7 oz. 769/ 207/207 ml	9.5" x 10.5" x 3.125" 24.1 cm x 26.7 cm x 7.9 cm	16.8 lbs. 7.6 kg	3.15 ft ³ .08 m ³	100	6/4
	CB91011B	688160	Microwavable 1-compartment hinged, vented clamshell	46.5 oz. 1375 ml	9.5" x 10.5" x 2.5" 24.1cm x 26.7cm x 6.4cm	14.48 lb. 6.6 kg	3.42 ft ³ .10 m ³	100	7/4

MICRORAVES - M1180 SERIES





	Product Number	SKU#	Description	Capacity (oz./ml)	Dimensions	Case Wt. (lb/kg)	Case Cube (ft ³ /m ³)	Case Pack	TI/ HI
	M1180	4591182	Black polypropylene shallow microwavable platter	16 oz. 473 ml	10.7" x 7.9" x .66" 27.2 cm x 20.1 cm x 1.7 cm	15.59 lbs. 7.1 kg	2.71 ft ³ .08 m ³	250	6/5
	LH1180	4331180	Clear polypropylene microwavable shallow vented lid for M1180 and M1180D	-	10.7" x 7.9" x .93" 27.2 cm x 20.1 cm x 2.4 cm	13.47 lbs. 6.1 kg	2.71 ft ³ .08 m ³	250	6/5

*Source: 2010. A study conducted for Coca-Cola Retailing Research Council of North America by the NPD Group. Eating In. Growing sales by helping customers eat at home more.





MICRORAVES - 900 SERIES

	Product Number	SKU#	Description	Capacity (oz./ml)	Dimensions	Case Wt. (lb/kg)	Case Cube (ft ³ /m ³)	Case Pack	Tl/ HI
	M912B	4590912	Black polypropylene microwavable platter	12 oz. 355 ml	8" x 5.73" x 1.35" 20.3 cm x 14.6 cm x 3.4 cm	8.29 lbs. 3.8 kg	1.61 ft ³ .049 m ³	250	8/7
	M916B	4590916	Black polypropylene microwavable platter	16 oz. 473 ml	8" x 5.73" x 1.48" 20.3 cm x 14.6 cm x 3.8 cm	8.86 lbs. 4.0 kg	1.74 ft ³ .049 m ³	250	8/6
	MW924B	4590244	Black polypropylene microwavable platter	24 oz. 710 ml	9" x 6.25" x 1.63" 22.9 cm x 15.9 cm x 4.1 cm	13.45 lbs.. 6.1 kg	2.08 ft3 .06 m3	250	8/6
	LH9D	4339000	Clear polypropylene microwavable vented dome lid for M912B and M916B	-	8" x 5.73" x 1.41" 20.3 cm x 14.6 cm x 3.6 cm	8.64 lbs. 3.9 kg	1.45 ft3 .044 m3	250	10/7

INCREDI-BOWL - M4800 SERIES





	Product Number	SKU#	Description	Capacity (oz./ml)	Dimensions	Case Wt. (lb/kg)	Case Cube (ft ³ /m ³)	Case Pack	Tl/ HI
	M4805B	4604802	Black polypropylene microwavable bowl	5 oz. 148 ml	4.75" x 1.19" 12.1cm x 3cm	9.5 lbs. 4.3 kg	1.93 ft ³ .05 m ³	500	8/7
	M4808B	4604804	Black polypropylene microwavable bowl	8 oz. 237 ml	4.75" x 1.75" 12.1cm x 4.4cm	9.6 lbs. 4.4 kg	1.96 ft ³ .06 m ³	500	8/7
	M4810B	4604810	Black polypropylene microwavable bowl	10 oz. 296 ml	4.75" x 2.13" 12.1cm x 5.4cm	11.39 lbs. 5.1 kg	2.03 ft ³ .06 m ³	500	8/6
	LH4800D	4334810	Clear polypropylene microwavable vented lid for M4800 bowls	-	4.5" x .39" 11.4cm x .99cm	7.43 lbs. 3.3 kg	1.39 ft ³ .04 m ³	500	8/8

INCREDI-BOWL - M5800 SERIES

	M5816B*	4605816	Black polypropylene microwavable bowl	12 oz. 355 ml	5.75" x 2.02" 14.6cm x 5.1cm	8.98 lbs./4.1 kg	1.55 ft ³ / .05 m ³	250	8/7
		4605817				17.53 lbs. 7.9 kg	2.83 ft ³ / .09 m ³	500	4/7
	M5820B*	4605821	Black polypropylene microwavable bowl	16 oz. 473ml	5.75" x 2.43" 14.6cm x 6.2cm	9.75 lbs./4.4 kg	1.58 ft ³ / .05 m ³	250	8/7
		4605820				19.09 lbs. 8.7 kg	2.95 ft ³ / .09 m ³	500	4/7
	LH5800D	4335802	Clear polypropylene microwavable vented lid for M5800 bowls	-	5.5" x 0.70" 14cm x 1.8cm	5.52 lbs./2.5 kg	1.24 ft ³ / .04 m ³	250	10/7
	4335800	10.41 lbs. 4.7 kg				2.01 ft ³ / .06 m ³	500	7/8	
	CDM5824B	4115824	Black polypropylene microwavable bowl and clear vented lid combo pack	24 oz. 709 ml	5.75" x 3.63" 14.6 cm x 9.2 cm	17.67 lbs./8.02 kg	2.95 ft ³ / .09 m ³	250/ 250	6/5



*available in combo packs

INCREDI-BOWL - M8500 SERIES

	M8524B	4608524	Black polypropylene microwavable bowl	24 oz. 710 ml	8.5" x 1.51" 21.6cm x 3.8cm	9.48 lbs. 4.3 kg	1.83 ft ³ .05 m ³	150	10/5
	M8532B*	4608532	Black polypropylene microwavable bowl	32 oz. 946 ml	8.5" x 1.92" 21.6cm x 4.9cm	11.33 lbs. 5.1 kg	1.90 ft ³ .05 m ³	150	10/4
	M8548B	4608548	Black polypropylene microwavable bowl	48 oz. 1420 ml	8.5" x 2.7" 21.6cm x 6.9cm	12.7 lbs. 5.8 kg	2 ft ³ .06 m ³	150	10/4
	LH8505D	4338505	Clear polypropylene vented lid for M8500 bowls	-	8.5" x .63" 21.6cm x 1.6cm	8.72 lbs. 4.0 kg	1.99 ft ³ .06 m ³	150	10/4

*available in combo packs

VALU-BOWL

	Product Number	SKU#	Description	Capacity (oz./ml)	Dimensions	Case Wt. (lb/kg)	Case Cube (ft3/m3)	Case Pack	Tl/ HI
	M8527B*	4608527	Black polypropylene microwavable bowl	28 oz 828ml	8.5" x 1.38" 21.6cm x 3.5cm	20.19 lbs 9.2 kg	4.68 ft3 .14m3	350	4/5
	LH8527	4338527	Clear polypropylene vented lid for M8527 bowl	-	8.5" x .94" 21.6cm x 2.4cm	17.20 lbs 7.8 kg	4.13 ft3 .13m3	350	4/6

*available in combo packs