



# TO GO FRESH MATCHED PACKAGING

PUT YOUR BEST FOOD FORWARD WITH A COORDINATED PACKAGING PROGRAM



- ◆ STAND OUT with a coordinated look
- ◆ MAXIMIZE APPEAL with a design tested by focus groups
- ◆ ELEVATE YOUR BRAND with matched packaging the ties your products together
- ◆ A PACKAGE FOR EVERY NEED with a diverse, flexible packaging lineup for grocery, convenience, and foodservice
- ◆ FREE OF INTENTIONALLY-ADDED PFAS: All To Go Fresh Matched Packaging items are free of intentionally-added PFAS

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-  Hot Food Friendly
-  Cold Food Friendly

 Leak Resistant

 Microwavable

 Recyclable Item\*  
\* If clean and dry  
Check with your local municipality/store  
Recyclability varies by item type

# FRESH & PREPARED FOOD PACKAGING



## FRESH & PREPARED FOODS CARTONS

| ITEM NUMBER | ITEM             | SIZE               | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|------------------|--------------------|------------------------|-----------|
| 014582923   | Snack Carton     | 7" x 4.25" x 2.75" | SUS, Tuck Top          | 250       |
| 016904187   | Dinner Carton    | 9" x 5" x 3"       | SUS, Tuck Top          | 250       |
| 015870839   | 9.5" Barn Carton | 9.5" x 5" x 5"     | SUS, Barn Handle       | 100       |
| 014513528   | 8" Barn Carton   | 8" x 6" x 8"       | SUS, Barn Handle       | 100       |



## SOUP CUPS & BUCKETS

| ITEM NUMBER | ITEM                   | SIZE   | MATERIAL & DESCRIPTION  | CASE PACK |
|-------------|------------------------|--------|-------------------------|-----------|
| 197631598   | 8 oz. Soup Cup         | 8 oz.  | SBS, Poly Coated Inside | 500       |
| 190122904   | 12 oz. Soup Cup        | 12 oz. | SBS, Poly Coated Inside | 500       |
| 197054567   | 16 oz. Soup Cup - Tall | 16 oz. | SBS, Poly Coated Inside | 500       |
| 197181678   | 32 oz. Soup Cup        | 32 oz. | SBS, Poly Coated Inside | 500       |
| 194871617   | 54 oz. Bucket          | 54 oz. | SBS, Poly Coated Inside | 165       |
| 190893867   | 85 oz. Bucket          | 85 oz. | SBS, Poly Coated Inside | 200       |



## ROTISSERIE & FRIED CHICKEN BAGS

| ITEM NUMBER | ITEM                     | SIZE                         | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|--------------------------|------------------------------|------------------------|-----------|
| 267301952   | Rotisserie Bag           | 12.75" x 6.75" + 5.5" + 1.5" | Anti-Fog PET/ CPP      | 250       |
| 265895105   | Large Rotisserie Bag     | 13.25" x 7" + 6.5" + 1.5"    | Anti-Fog PET/ CPP      | 250       |
| 262943853   | 4 pc. Fried Chicken Bag  | 9" x 6.5" + 5" + 1.5"        | Anti-Fog PET/ CPP      | 250       |
| 266453900   | 8 pc. Fried Chicken Bag  | 14" x 7" + 5.5" + 1.5"       | Anti-Fog PET/ CPP      | 250       |
| 268464236   | 12 pc. Fried Chicken Bag | 17" x 7.5" + 7" + 1.5"       | Anti-Fog PET/ CPP      | 250       |



## STEAM BAGS

| ITEM NUMBER | ITEM            | SIZE                         | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|-----------------|------------------------------|------------------------|-----------|
| 266904801   | Large Steam Bag | 12.75" x 6.75" + 5.5" + 1.5" | Anti-Fog PET/ CPP      | 250       |
| 267419755   | Small Steam Bag | 7.5" x 7.75" + 4" + 1.5"     | Anti-Fog PET/ CPP      | 250       |

# BAKERY CARTONS & BAGS



## FRESH & PREPARED FOODS & HOT FOOD BAGS

| ITEM NUMBER | ITEM                       | SIZE               | MATERIAL & DESCRIPTION         | CASE PACK |
|-------------|----------------------------|--------------------|--------------------------------|-----------|
| 307745473   | LD Zip Bag                 | 10" x 8"           | High Clarity LDPE, Top Load    | 1,000     |
| 305825201   | LD Slide Bag - Bottom Load | 10.75" x 8"        | High Clarity LDPE, Bottom Load | 1,000     |
| 309468599   | LD Slide Bag - Top Load    | 10.75" x 8"        | High Clarity LDPE, Top Load    | 1,000     |
| 303209980   | 11" HD Header Bag          | 7" x 3" x 11" + 1" | White Smooth HDPE, Headered    | 1,000     |
| 200442170   | 14" HD Header Bag          | 7" x 4" x 14" + 1" | White Smooth HDPE, Headered    | 1,000     |



## DONUT & PIE CARTONS

| ITEM NUMBER | ITEM         | SIZE             | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|--------------|------------------|------------------------|-----------|
| 017430518   | Donut Carton | 9" x 4.5" x 4"   | URB, OPP Window        | 100       |
| 016104514   | Donut Carton | 10" x 8" x 4"    | URB, OPP Window        | 100       |
| 017123232   | Donut Carton | 11.5" x 8" x 2"  | URB, OPP Window        | 150       |
| 012396293   | Donut Carton | 16" x 12" x 2.5" | URB, OPP Window        | 100       |
| 014785413   | Pie Carton   | 8" x 8" x 2.5"   | URB, OPP Window        | 100       |
| 016892974   | Pie Carton   | 9" x 9" x 2.5"   | URB, OPP Window        | 100       |
| 018962084   | Pie Carton   | 10" x 10" x 2.5" | URB, OPP Window        | 100       |



## CAKE CARTONS

| ITEM NUMBER | ITEM           | SIZE                | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|----------------|---------------------|------------------------|-----------|
| 011514914   | Cake Carton    | 10" x 10" x 5"      | URB, OPP Window        | 100       |
| 011127746   | Cake Carton    | 14" x 10" x 4"      | URB, OPP Window        | 100       |
| 018092060   | Cake Carton    | 19" x 14" x 4"      | URB, OPP Window        | 50        |
| 014030082   | Full Sheet Lid | 26.5" x 18.63" x 3" | URB, OPP Window        | 50        |



## BAKERY BAGS

| ITEM NUMBER | ITEM                | SIZE                | MATERIAL & DESCRIPTION | CASE PACK |
|-------------|---------------------|---------------------|------------------------|-----------|
| 194593290   | 4# Bleached Wax Bag | 4#                  | Bleached Kraft Wax     | 500       |
| 194210884   | 6# Bleached Wax Bag | 6#                  | Bleached Kraft Wax     | 500       |
| 193531700   | 8# Bleached Wax Bag | 8#                  | Bleached Kraft Wax     | 500       |
| 204541955   | HD Bag              | 7" x 4" x 14" + 1"  | Clear Embossed HDPE    | 1,000     |
| 190516857   | French Bread Bag    | 4.5" x 2.5" x 28"   | Bleached Kraft         | 500       |
| 197712221   | Italian Bread Bag   | 6" x 3.5" x 20"     | Bleached Kraft         | 500       |
| 193926884   | Garlic Bread Bag    | 5.25" x 3.25" x 20" | Silver Foil            | 500       |

# ELEVATE THE PACKAGING EXPERIENCE WITH THE **NEW TO GO FRESH** MATCHED PACKAGING LINE

## TO GO FRESH IS A TESTED, PROVEN DESIGN

We worked with a market research firm to conduct focus groups on matched packaging and folding carton look and functionality. We wanted to understand people's packaging expectations and buying habits, and we wanted to explore their preferences for packaging features, including which substrates, windows, and colors they liked. Lastly, we wanted to gain feedback on various matched packaging designs to see what resonated best. The resulting design is the new To Go Fresh Matched Packaging Line!

## WHY SHOULD STORES UTILIZE MATCHED PACKAGING ON THEIR SHELVES?

- ◆ Packaging improves the brand's impression and creates opportunity
- ◆ A refined look reinforces or enhances the brand's image to consumers
- ◆ Well thought out packaging makes customers think the food is well thought out too
- ◆ Focus group participants demonstrated increased brand satisfaction
- ◆ Provides consumers opportunity for extra purchases based on "completing" their set of products
- ◆ Packaging that projects as plain or poorly made reflects negatively on the brand and can harm perception

## WHAT DID THE FOCUS GROUPS SAY?

### WHAT CONSUMERS WANT IN A MATCHED PACKAGING DESIGN & HOW TO GO FRESH DELIVERS

- Color, or something that "pops" on the shelf → Use of Greens, Browns, and White "pop" on the various substrates
- Graphics, colors, and wording that are appropriate → Colors are bright but not unnatural, and "To Go Fresh" is to the point
- Packaging that isn't too heavy on the marketing—customers don't want to feel like they're being sold to → Instead of using busy icon patterns or cliched adjectives, we opted for simply stating Fresh to highlight the item's freshness to the consumer
- Something that looked nice to take to a gathering or party → The To Go Fresh graphics are elegant, on trend, and versatile
- Packaging that felt/looked higher end → Brown kraft cartons are seen as higher end, more natural
- Sturdy packaging that ensures food will make it safely to its destination → All packaging meets our high performance and durability standards
- Windows that make it easy to see the food provided but don't compromise the durability of the packaging → Changed window configuration to maximize protection, allow great visibility, and reinforce food associations with window shapes
- Packaging that is easy to close, open, and use → Added our patent pending "spine reliefs" for easy close cartons and utilized easy-to-use tuck tops and gable tops on Fresh and Prepared Foods cartons

## WHAT PARTICIPANTS SAID ABOUT THE **NEW TO GO FRESH** MATCHED PACKAGING LINE...

"If I happen to go by the deli or bakery and I see something that's packaged really well, I'm more likely to make an impulse purchase."

"It just looks nice all together."

"They're not just throwing food they found in the package in the back somewhere."

"It looks like it tastes better."

"If I'm going home and I have people coming over, I would just leave this here because this looks good."

"That's what we're looking for... we're looking for something fresh."

"It looks like you put thought into it."

