



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
- ◆ CMA ACCEPTED COMMERCIALY COMPOSTABLE Fresh & Prepared Foods Cartons
- ◆ FREE OF INTENTIONALLY-ADDED PFAS: All To Go Fresh Matched Packaging items are free of intentionally-added PFAS

8/24

-  Hot Food Friendly
-  Cold Food Friendly
-  Leak Resistant
-  Certified Compostable
* Compostability varies by item type
-  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."

TO GO FRESH