

INGENIOUS FOOD IDEAS

Cheese Packaging Innovation “Slides” Conveniently Into Supermarket Aisles

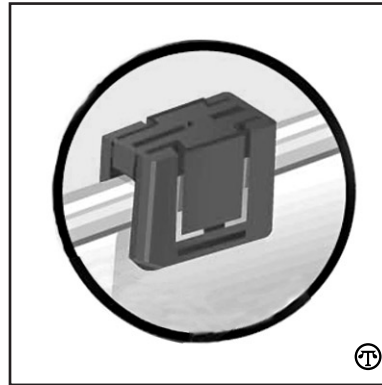
(NAPSA)—Out with the old, in with the new. This is a common refrain for many food companies which, in the recent months, have followed the nationwide trend of rolling out new packaging for their existing products.

One of the reasons food companies across the country have decided to introduce new packaging innovations at such a rapid rate is to meet consumer demands and expectations. Few things appeal more to today’s consumer than convenience.

With so much food consumed on the run and limited preparation time for occasions when a meal actually *is* eaten at home, consumers want products that are quick to prepare. They also want packages that are easy to handle and keep food fresh. An excellent example is Sargento Food Inc.’s new shredded cheese packaging featuring the Hefty Slide-Rite® Advanced Closure System. The convenient “slide” makes opening and closing packages a breeze, plus it helps keep the cheese sealed inside fresh until families are ready to enjoy it.

When it comes to choosing foods for your family, safety is at least as important as taste and convenience. That’s why Sargento also uses a protective, tamper-resistant safety seal on its packages of shredded cheese featuring the popular new packaging technology. Studies conducted over the past two years have shown four out of five consumers prefer cheese packaging with this type of a top-seal.

Consumer demand for more convenient products and packaging is not likely to go away, as quick, efficient product and package changeovers continue to play a crucial role in the dynamic food



A new slider on packages of shredded cheese securely seals in freshness.

industry. Taking the trend toward new package development one step further, the Plymouth, Wisconsin-based company recognized the need for an in-house packaging expert.

“As the only cheese company to offer a tamper-evident top-seal on shredded cheese packages featuring the Slide-Rite slider, we assure our customers that the cheese they purchase is safe, wholesome and delicious,” says Brad Rostowfske, Director of Packaging Innovation for Sargento Foods Inc. “The trust we’ve established with our customers is important to us, and that’s why we continue to offer the most innovative, protective packaging available.” You can find the new technology on all varieties of 8-ounce, 12-ounce and 16-ounce packages of Sargento® shredded cheese, including ChefStyle Mozzarella, Fancy Mild Cheddar, 6 Cheese Italian Blend and 4 Cheese Mexican Blend.

For more information on the new packaging and the company’s long history of innovations, log on to www.sargento.com.