

TO GO FRESH MATCHED PACKAGING



02/26

PUT YOUR BEST FOOD FORWARD WITH A COORDINATED PACKAGING PROGRAM

- ◆ **STAND OUT:** Maximize appeal with this design tested with focus groups
- ◆ **ELEVATE YOUR BRAND:** Matched packaging ties your products together and lifts them up
- ◆ **FLEXIBLE LINEUP:** To Go Fresh includes packaging for grocery, convenience, and foodservice applications
- ◆ **COMMERCIALY COMPOSTABLE:** CMA-accepted commercially compostable cartons *(Where facilities exist; varies by item)*

- Hot Food Friendly
- Cold Food Friendly
- Certified Compostable
CMA-accepted commercially compostable
Varies by item

- Leak Resistant
- No Added PFAS

- Microwavable
- Recyclable
If clean and dry
Check with your local municipality/store
Varies by item



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FRESH & PREPARED FOODS



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, Made in the USA	250 (10/25)
016904187	Dinner Carton	9" x 5" x 3"	SUS, Tuck Top, Made in the USA	250 (10/25)
015870839	9.5" Barn Carton	9.5" x 5" x 5"	SUS, Barn Handle, Made in the USA	100 (4/25)
014513528	8" Barn Carton	8" x 6" x 8"	SUS, Barn Handle, Made in the USA	100 (4/25)



SOUP CUPS & BUCKETS

ITEM NUMBER	ITEM	SIZE	MATERIAL & DESCRIPTION	CASE PACK
197631598	8 oz. Soup Cup	8 oz.	SBS, Poly Coated, Made in the USA	500 (20/25)
190122904	12 oz. Soup Cup	12 oz.	SBS, Poly Coated, Made in the USA	500 (20/25)
197054567	16 oz. Soup Cup - Tall	16 oz.	SBS, Poly Coated, Made in the USA	500 (20/25)
197181678	32 oz. Soup Cup	32 oz.	SBS, Poly Coated, Made in the USA	500 (20/25)
194871617	54 oz. Bucket	54 oz.	SBS, Poly Coated, Made in the USA	165 (3/55)
190893867	85 oz. Bucket	85 oz.	SBS, Poly Coated, Made in the USA	200 (8/25)



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 (10/25)
265895105	Large Rotisserie Bag	13.25" x 7" + 6.5" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)
262943853	4 pc. Fried Chicken Bag	9" x 6.5" + 5" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)
266453900	8 pc. Fried Chicken Bag	14" x 7" + 5.5" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)
268464236	12 pc. Fried Chicken Bag	17" x 7.5" + 7" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)



STEAM BAGS & RIB 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 (10/25)
267419755	Small Steam Bag	7.5" x 7.75" + 4" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)
261621798	Rib Bag	19.5" x 5.5" + 7" + 1.5"	Anti-Fog PET/ CPP	250 (10/25)

BAGS & BAKERY CARTONS



FRESH & PREPARED FOODS & HOT FOODS BAGS

ITEM NUMBER	ITEM	SIZE	MATERIAL & DESCRIPTION	CASE PACK
269116972	Zip Deli Bag	11.5" x 7" + 1"	Anti-Fog PET/CPP	1,000
307745473	LD Zip Bag	10" x 8"	High Clarity LDPE, Top Load	1,000 (50/20)
305825201	LD Slide Bag - Bottom Load	10.75" x 8"	High Clarity LDPE, Bottom Load	1,000 (50/20)
309468599	LD Slide Bag - Top Load	10.75" x 8"	High Clarity LDPE, Top Load	1,000 (40/25)
303209980	11" HD Header Bag	7" x 3" x 11" + 1"	White Smooth HDPE, Headered	1,000 (10/100)
200442170	14" HD Header Bag	7" x 4" x 14" + 1"	White Smooth HDPE, Headered	1,000 (10/100)



DONUT & PIE CARTONS

ITEM NUMBER	ITEM	SIZE	MATERIAL & DESCRIPTION	CASE PACK
017430518	Donut Carton	9" x 4.5" x 4"	URB, OPP Window, Made in the USA	100 (4/25)
016104514	Donut Carton	10" x 8" x 4"	URB, OPP Window, Made in the USA	100 (4/25)
017123232	Donut Carton	11.5" x 8" x 2"	URB, OPP Window, Made in the USA	150 (4/25)
012396293	Donut Carton	16" x 12" x 2.5"	URB, OPP Window, Made in the USA	100 (4/25)
014785413	Pie Carton	8" x 8" x 2.5"	URB, OPP Window, Made in the USA	100 (4/25)
016892974	Pie Carton	9" x 9" x 2.5"	URB, OPP Window, Made in the USA	100 (4/25)
018962084	Pie Carton	10" x 10" x 2.5"	URB, OPP Window, Made in the USA	100 (4/25)



CAKE CARTONS

ITEM NUMBER	ITEM	SIZE	MATERIAL & DESCRIPTION	CASE PACK
011514914	Cake Carton	10" x 10" x 5"	URB, OPP Window, Made in the USA	100 (4/25)
011127746	Cake Carton	14" x 10" x 4"	URB, OPP Window, Made in the USA	100 (4/25)
018092060	Cake Carton	19" x 14" x 4"	URB, OPP Window, Made in the USA	50 (2/25)
014030082	Full Sheet Lid	26.5" x 18.63" x 3"	URB, OPP Window, Made in the USA	50 (2/25)
098309053	Full Sheet White/White Cake Box	26" x 18" x 4"	Corrugate, White In, White In, Made in the USA	50
095245300	Full Sheet Brown/White Cake Box	26" x 18" x 4"	Corrugate, White Out, Kraft In, Made in the USA	50



BAKERY BAGS

ITEM NUMBER	ITEM	SIZE	MATERIAL & DESCRIPTION	CASE PACK
194593290	4# Bleached Wax Bag	4#	Bleached Kraft Wax, Made in the USA	500 (10/50)
194210884	6# Bleached Wax Bag	6#	Bleached Kraft Wax, Made in the USA	500 (10/50)
193531700	8# Bleached Wax Bag	8#	Bleached Kraft Wax, Made in the USA	500 (10/50)
204541955	HD Bag	7" x 4" x 14" + 1"	Clear Embossed HDPE	1,000 (10/100)
190516857	French Bread Bag	4.5" x 2.5" x 28"	Bleached Kraft, Recyclable, Made in the USA	500 (10/50)
197712221	Italian Bread Bag	6" x 3.5" x 20"	Bleached Kraft, Recyclable, Made in the USA	500 (10/50)
193926884	Garlic Bread Bag	5.25" x 3.25" x 20"	Silver Foil, Made in the USA	500 (10/50)

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 image
- ◆ Well thought out packaging makes customers think the food is well thought out too
- ◆ Focus group participants showed 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 THE FOCUS GROUPS SAID

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 natural, 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 simply state "Fresh" to highlight what matters 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 makes it to its destination → All packaging meets our 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 patent pending spine reliefs for easy closing and utilized 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