

# 4th Reward of 2010 for Product Innovation

## Anchor Wins 4<sup>th</sup> Award of 2010 for Product Innovation

### *Crisp Food Container to receive Germany's WorldStar Award*

(St. Louis, MO) December 13, 2010 Anchor Packaging continues to receive accolades and recognition for its innovative new product designs. The **Culinary Classics**, The **KFC Reusable Sides Container** and now the **Crisp Food Container**, resulting in a total of 4 awards for Product Innovation, in the past 12 months alone.

Earlier this year, the **KFC Reusable Sides Container** received the **2010 Greener Package Award** for offering the *first reusable sides container in the fast food industry*. It was also a **Pack Expo Selects** Finalist.

At approximately the same time, Anchor's **Crisp Food Container** was named the **2010 AMERISTAR Award Winner** by the IoPP (Institute of Packaging Professionals) in recognition of, commitment to, and support of, excellence in overall package design and functionality. The judging criteria consisted of: innovation, food protection, performance, and environmental impact.

The **Crisp Food Container** was subsequently recognized by the **FPI** (Food Packaging Institute) in the categories of Innovation and Performance. And, most recently, Germany's Interpack has also selected the **Crisp Food Container** as their choice in Packaging Innovation. Interpack considered entrants from over 30 countries before making their decision.

Designed and manufactured by **Anchor Packaging**, the **Crisp Food Container** uses an exclusive, patent-pending, *convection cross-flow® ventilation* design to relieve moisture and condensation, while ensuring that fried foods remain crispy. Independent, side-by-side tests at several leading retailers demonstrated that the **Crisp Food Container** allowed the food product to retain more of its internal temperature than other available packaging, thus assisting in meeting local health department regulations.

The **Crisp Food Container** is made of re-usable polypropylene, and consists of a black base and clear lid, formed as a single hinged container.

**Anchor Packaging's** product line includes a broad variety of upscale take-out packaging used restaurants and other foodservice operations, as well as, containers for merchandising prepared ready-to-heat meals in supermarkets deli cup containers, all-purpose foodservice cling wrap. **AnchorFoil® rolls, pop-up sheet and pans, Culinary Classics®, Culinary Basics®, MicroRaves®, Incredi-Bowl®, MicroRounds®, the Roaster®, Gourmet Classics®, Microlite®, Bon Faire®, and Deli View®** are among Anchor's unique product lines. Anchor also provides custom package design and manufacture for many large food companies in the U.S. and Canada.