

# Launches 2nd Crisp Food Container

(St. Louis, MO) October 25, 2011 **Anchor Packaging** announces the addition of a second, smaller, version of its highly successful, patented, **Crisp Food Container®**. Utilizing the same **Convection Cross-Flow™** technology as its predecessor, the new container is sized to hold four pieces of chicken, or a variety of other fried food products.

Until the launch of the original **Anchor Crisp Food Container** in 2009, the industry had struggled with balancing food quality along with food safety. Packaging methods that allowed enough moisture to escape to retain the crispiness and texture of the food, also exhausted heat too quickly. This frequently led to internal temperatures below those required by local Health departments.

The **Anchor Crisp Food Container** solved both of these problems for the industry, and subsequently won the **Ameristar Award**, issued by the Institute of Packaging Professionals, and Germany's **Worldstar Award**. Intended for an 8-piece portion of fried chicken, it measures 9.5 inches by 10.5 inches, when closed. It is now in use in over 1,600 stores and has become one of **Anchor's** most successful products. However, its widespread success resulted in numerous requests from the industry to create a similar product in a smaller size. With the launch of this latest product, a much broader spectrum of foods can benefit from **Anchor's** technology breakthrough.

In either size, the **Crisp Food Containers** use through-the-closure ventilation, along with raised airflow channels in the base of the container, combined with venting in the anti-fog lid, to ensure that fried foods remain crispy. The unique design of this packaging system retains internal temperatures better than other containers in use for fried foods. And, like all products in Anchor's Culinary line, it is designed to withstand up to 230°F when placed in warming unit displays and under heat lamps. Made of polypropylene (#5PP), they are microwave-safe, dishwasher-safe, and consumer reusable and recyclable. **Better texture, better temperature retention, better tasting fried foods.**

Anchor Packaging's container product line includes upscale take-out packaging used for merchandising prepared ready-to-heat meals in supermarkets, take-out containers in restaurants and other foodservice operations. **The Roaster® Series, Incredi-Bowls®, Culinary Classics®, Culinary Basics®, MicroRaves®, MicroRounds®, Gourmet Classics®, Microlite®, BonFaire®, DeliView®, and AnchorFoil® pans** 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.