



New Anchor Roaster Addresses Rising Protein Prices

(St. Louis, MO) November 11, 2014.



Anchor Packaging, Inc. announces the addition of a **new, smaller roaster to the Nature's Best® line of polypropylene lids and mineral-filled polypropylene bases.** Responding to the sustained high protein prices experienced by supermarket operators, Anchor has created a new, specialized roaster. Joining the highly successful *Nature's Best* series, this new Roaster's shallow base raises the bird higher in the dome, providing an attractive presentation to the consumer. This eliminates the empty space present in most other packages when high protein prices force a reduction in the size of bird being merchandised.

As with all roasters in the *Nature's Best* series, the wide unobstructed panels of the dome lid combined with anti-fog technology drive impulse sales of whole roasted chickens from the hot case. The leak-resistant closure on the classic black base prevents messy spills and provides the consumer with a table-ready serving platter requiring no re-plating.

Available in three sizes, the new, small roaster for 1 1 ½ lb. whole chickens, joins the large *Nature's Best* Roaster for 2-3 lb. birds. In addition to the roaster dome, Anchor offers a shallower dome as the perfect option for half chickens, turkey breasts, pot roasts, and other main course entrees.

Bases are made with 40% natural mineral additives in place of oil-based resin, thereby reducing the carbon footprint. The durable polypropylene lids will not crack or warp like polystyrene lids. *Nature's Best* Roasters offer high temperature performance to withstand temperatures to 230°F in warming units, heat lamps, and microwaves. Lid and base are both reusable and eligible for recycling.

Hot prepared foods get more attention when merchandised in *Nature's Best* Roasters.

Anchor Packaging's products also include upscale takeout packaging for restaurants and quick service chains and packages to merchandise fresh prepared ready to eat and ready-to-heat meals in super-markets, convenience stores and other foodservice operations. **Crystal Clear®, Crystal Classics®, Culinary Classics®, Culinary Basics®, Culinary Squares®, Embraceable®, Incredi-Bowls®, Mega-Meal®, MicroRaves®, MicroRounds®, Microlite®, and AnchorFoil®** are among Anchor's unique rigid product lines that also include foil wrap and film. Custom package design and manufacture is provided for many large food companies in the United States, Canada, South America, Europe and Australia.