

PACKAGING SOLUTIONS THAT DELIVER FOR CONSUMERS

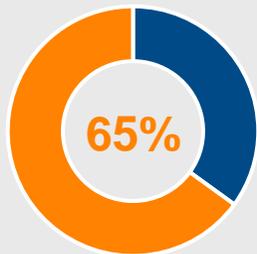


FOCUS ON FUNCTION

"I like to see what I am getting and...also [sleeve] would be easy to remove."

The most important aspect of packaging to a consumer is the package function

- 30% of consumers consider product visibility important when considering purchasing frozen meals.
- Product visibility should not compromise product protection.
- Consumers agree that a wrap style is more convenient than a fully enclosed package.



Of consumers are more likely to purchase a frozen meal with product visibility over full coverage alternatives

STICK TO SUSTAINABILITY

"Minimal packaging, go earth!"

Consumers are more likely to purchase food packaging with minimal material and minimal package waste

- 64% of consumers agree that a paper food tray is environmentally friendly. This is significantly higher than plastic food trays.
- 55% of consumers prefer paper bowls and trays over plastic for frozen ready meals.
- 44% of consumers agree that paper packaging would have a positive impact on brand likability.



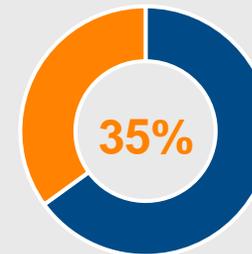
Of consumers look to see if packaging can be recycled when shopping for a new brand of frozen meals.

STAND OUT WITH STYLE

"It's paper, but also more fashionable and stylish."

Packaging that creates contrast with the products surrounding it is a proven way to catch consumer's attention

- The average consumer ignores 80% of packaging on the shelf and makes a purchasing decision in under 2.2 seconds.
- Placing your frozen meal in a packaging structure that stands out from the products around it is a proven way to catch a shopper's attention.



Of consumers have tried something new because the packaging has caught their eye.