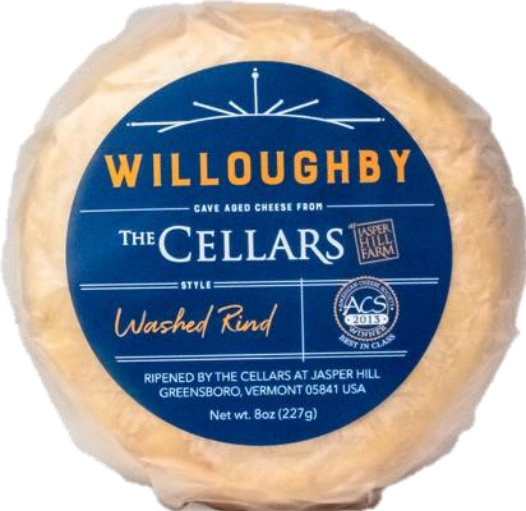


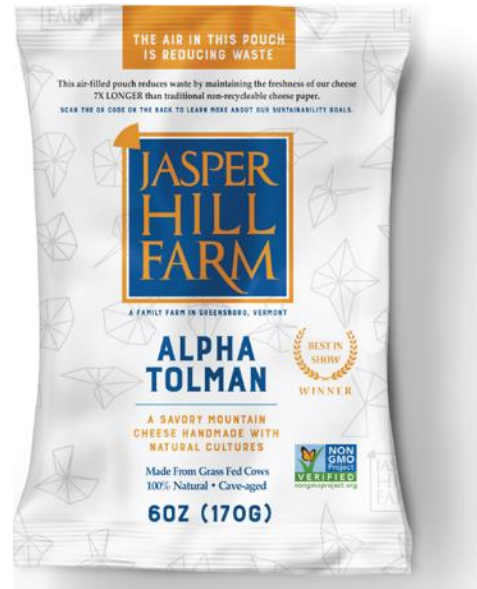
# CURRENT USE PACKAGING



# FLOW PACK FORMAT – MATERIAL OPTIONS



- Multi-layer plastic film for moisture and oxygen protection
- Not recyclable
- Gas flushed for very good shelf life and natural rind protection
- Product is visible



- Multi-layer plastic film for moisture and oxygen protection
- Not recyclable
- Gas flushed for very good shelf life and natural rind protection
- 'Greener' plastic film that uses less material including some post-consumer recycled



- Multi-layer paper/foil film for moisture and oxygen protection
- Not recyclable
- Gas flushed for very good shelf life and natural rind protection
- Minimal plastic

## THERMOFORM (RIGID)



- Recyclable Plastic bottom tray - good structural protection
- Resealable film top
- Product is visible
- Gas flushed for very good shelf life and natural rind protection

## THERMOFORM (SEMI-RIGID)



- Shallow formed tray for good structural protection
- Tray is formed from paper blended with plastic to reduce overall plastic
- recyclable in Europe (for now)
- Product is visible
- Gas flushed for moderate shelf life and natural rind protection

## THERMOFORM (FLEXIBLE)



- Recyclable paper bottom tray
- Plastic film top and liner on bottom tray are peeled away and tossed
- Resealable
- Product is visible
- Gas flushed for very good shelf life and natural rind protection

## DARFRESH® 'SKIN-PACK'



- Thin film peels away from top and bottom of a recyclable tray
- Tray provides good structural protection
- Great Shelf Life
- Moderate natural rind protection
- Product is visible
- Lots of real estate for story / brand

# PACKAGE ATTRIBUTE CONSIDERATIONS

- SUSTAINABILITY
- CONVENIENCE
- PRODUCT VISIBILITY
- SHELF-LIFE
- PERCIEVED VALUE



- Hand cut and wrapped
- Coated paper printed with soy ink
- non-recyclable
- Short Shelf Life
- Can re-wrap wedge

Dislike Very Much      Dislike Somewhat      Neither Liked Nor Disliked      Like Somewhat      Like Very Much



Why?

MATERIAL SURVEY --> PEM (FOCUS GROUP) STUDIES --> MATERIAL LAB ANALYSIS --> SHELF LIFE TRIALS

-->PACKAGE DESIGN (W/ CONSUMER RESEARCH): AESTHETICS, ATTRIBUTES, STRUCTURE