

Scalable Packaging Platform

Opportunity: Microwave heating instructions were multiple steps and inconvenient

Preparation consisted of 6 Steps:

1. removing the sandwich from the pouch
2. wrapping it in a paper towel
3. microwaving it on 50% power for 1.5 minutes
4. flipping the sandwich over
5. heating it for one minute at full power
6. and finally letting it stand for a minute before unwrapping and eating



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Packaging Technology Heat Fresh Pouch™



Multiple Consumer Benefits:

- Convenience

Consumers heat their sandwiches in **one step**, then easily peel the package open for serving.

- Better Product

Heat Fresh™ Pouch solves a longtime dilemma for microwavable sandwiches. It keeps breads deliciously moist while heating the rest of the sandwich evenly and thoroughly — all in the original package.

Results

Brand Results: overcame consumer barriers and drove revenue and category growth (Jimmy Dean +10-15% three year)

Industry Recognition: Gold Technical Innovation

Awarded by the FPA (Flexible Packaging Association) for the Heat Fresh™ Pouch. This was a partnership with **Curwood, Inc., A Bemis Company.**



Hillshire Brands Heat Fresh™ Pouch Gold — Technical Innovation

Package Description: The Hillshire Brands Heat Fresh™ Pouch solves a longtime dilemma for microwavable sandwiches. It keeps breads deliciously moist while heating the rest of the sandwich evenly and thoroughly — all in the original package. The package creates a moisture equilibrating “steam dome” during microwaving using a proprietary non-woven bottom web and unique top web developed jointly by Curwood and Hillshire Brands. Consumers heat their sandwiches in one step, then easily peel the package open for serving.



Manufacturer: Curwood, Inc., A Bemis Company

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