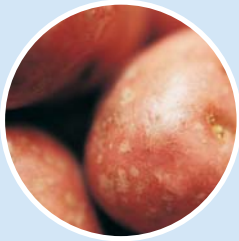




CRYOVAC[®] SIMPLE STEPS[™]

Advanced packaging for vegetables.
(Now just microwave-steam them.)



Simple Steps™ makes hungry, busy consumers very happy.

No more cleaning vegetables. Or peeling them. No cutting, chopping or boiling either. Consumers can say goodbye to steamers, pots, pans and strainers, too.

At last, they can just eat their vegetables.

Cryovac® Simple Steps™ is the ground-breaking easy-open microwavable package that offers a quick and simple way to steam fresh vegetables.

Asparagus, potatoes, broccoli, carrots, cauliflower, green beans, squash, zucchini, medleys – there’s a Simple Steps™ solution for virtually every kind of produce that consumers crave.

Just two minutes in the microwave and the veggies are ready.

Our vacuum-skin film expands, then self-vents and relaxes over the food. So no risk of steam burns. No puncturing holes in the film. And no microwave splattering, either.

The Simple Steps™ package is easy to get from microwave to table with “Stay Cool” side handles that reduce the risk of burns or spills. And since our packaging comes with an EZ-Open tab, the film is always simple and safe to remove.

All in all, it’s the best thing to happen to vegetables since the invention of steam itself.

The advanced Simple Steps™ package design really cooks for retailers.

From ship to display, from steam to serve, Simple Steps™ is the first complete packaging solution



that makes life simple, and profitable, for everyone involved.

What makes Simple Steps™ packaging so different?

For starters, it's made of a highly permeable material that maximizes the quality life of perishable produce products. So the product can go directly from the shopping bag to the microwave. Or to the freezer, thanks to the Simple Steps™ vacuum skin format – the same format that smartly conforms to the contours of the product.

Tray shape and size can be customized to fit any product, in single or multiple servings. And it shows off produce better than ever before, improving retail presentation and increasing appetite and merchandising appeal.



To learn more about how Cryovac® Simple Steps™ can help make your sales as healthy as your produce, call 1-800-845-3456 or visit us online at www.simplestepsproduce.com

THE ONLY THING SIMPLER THAN SIMPLE STEPS™ INVOLVES MAKING RESERVATIONS



- 1** • Remove the outer packing and place the tray in the microwave. No need to peel off or puncture the film.



- 2** • Heat on high for under two minutes. The film expands to form a bubble during heating, and then self vents and relaxes over the produce.



- 3** • Just remove from the microwave and let cool for two minutes. Use the easy-open tab to peel off the film, and serve straight from the package.