



For Immediate Release

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Sealed Air's Cryovac® Brand to Demonstrate How Food Packaging Can Improve Back-of-House Operations at RCA's 2010 Conference

DUNCAN, S.C. (March 19, 2010) – During the Research Chefs Association's 2010 Annual Conference and Culinology Expo, held March 16-19 in Phoenix, Ariz., Sealed Air's Cryovac® brand will show how food packaging can help a restaurant's back of house run more efficiently through innovative, high-performance materials and space-saving, user-focused design.

“Packaging can play a major role in streamlining and organizing the kitchen to help foodservice operators execute entrees in different ways, and ultimately increasing guest satisfaction,” said Bill Kuecker, marketing director of foodservice for Sealed Air's Cryovac® Food Solutions. “In addition to making the back of house a safer environment, many Cryovac® packages can allow operators to increase their variety of food offerings.”

Some of the packaging benefits and products that can improve the back of house are:

- **Shelf-Stable:** Cryovac® flexible pouches offer a variety of benefits compared to #10 cans and other forms of rigid packaging such as buckets, cartons and tubs. Flavour Mark™ shelf-stable technology provides a durable, flexible pouch option for processors and foodservice operators seeking greater flavor and texture in aseptic and retorted products. Shelf-stable pouches can be used to package a variety of items such as soups, salad dressings, condiments and side dishes. Providing nearly 100 percent product yield, shelf-stable pouches can free up refrigerator space, provide lower material costs, offer safer handling, provide more efficient labor and lower waste disposal costs. Since the food is delivered to foodservice kitchens ready to heat and serve, operators can spend more time focusing on perfecting their menus.

- **Ovenable:** The Cryovac® Oven Ease™ ovenable bag allows pre-seasoned items such as ribs, roasts, whole turkeys, roasters and hams to be cooked inside the same material they are packaged in, reducing prep time, clean-up time and, in some cases, cooking time. The Oven Ease™ bag can easily expand foodservice offerings and features an impressive holding time, maintaining peak quality hours after being removed from the oven.
- **Easy-Open:** The Cryovac® Grip & Tear™ bag has an easy-open feature that prevents foodservice operators from having to touch the product or use a knife to open the bag. Easily opened by pulling a tab, the Grip & Tear™ bag's design eliminates the mess created and associated sanitation concerns when opening some bags. The Grip & Tear™ bag is a vacuum shrink bag with an exceptional oxygen barrier which keeps the product fresh during distribution. Oxygen is sealed out of the package, increasing product shelf life while protecting the meat inside.
- **Marinade-Ready:** The Marinade on Demand™ package combines marinade and fresh meat in a single package, though they remain in separate pockets until ready for use. In addition to saving time and labor over pre-marinated meats, the Marinade on Demand™ package provides food safety benefits with hands-free marinating, reducing the sanitation concerns and labor associated with restaurant batch marination. Keeping the marinade separate from the meat allows the use of functional marinade ingredients such as acids, alcohols and fruit juices that cannot be used in pre-marinated meats because they can affect product texture and flavor over time. When foodservice operators are ready to marinate, they squeeze the marinade pocket to break the seal between the two pockets. Marinade is transferred to the meat side beginning the marinating process that lasts as long as the user desires. The Marinade on Demand™ package recently won the Highest Achievement Award for Technical Innovation at the 2010 Flexible Packaging Association Achievement Awards.
- **Ready Meals:** The Cryovac® Simple Steps® package is a heat-and-serve, microwaveable package with a distinctive self-venting technology that makes preparation convenient and safe. The Ready Meals CPET vacuum skin package provides numerous benefits, including being ovenable. The easy-open package is designed with vacuum skin package technology that holds juices in place, and the unique self-venting feature keeps moisture in and eliminates mess. Cryovac® Ready Meal packaging is also available with a Simple Steps® reduced density polypropylene (RDPP) tray.
- **Portion Control:** The saddle-pack style package consists of perforated pockets, enabling foodservice operators to easily separate the needed portions of protein, offering versatility for meal preparation and easy storage. The operator simply selects the appropriate amount of meat needed to prepare a recipe. The remaining portions can be refrigerated or frozen in the original packaging and stored for later use. Since there is no need to rewrap the product, its vacuum packaging keeps the product fresh and protects the food from freezer burn.

Sealed Air's Cryovac® brand offers high-performance, fresh-food packaging systems to more than 20,000 customers in the foodservice, food processing and supermarket industries. For more information about Cryovac® foodservice packaging, call 1-800-845-3456 or visit www.backofhousemakeover.com.

About Sealed Air

For fifty years, Sealed Air has been a leading global innovator and manufacturer of a wide range of packaging and performance-based materials and equipment systems that now serve an array of food, industrial, medical, and consumer applications. Operating in 51 countries, Sealed Air's international reach generated revenue of \$4.2 billion in 2009. With widely recognized brands such as Bubble Wrap® brand cushioning, Jiffy® protective mailers, Instapak® foam-in-place systems and Cryovac® packaging technology, Sealed Air continues to identify new trends, foster new markets, and deliver innovative solutions to its customers. For more information about Sealed Air, please visit the Company's web site at www.sealedair.com.

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