

# CONVENIENCE PACKAGING

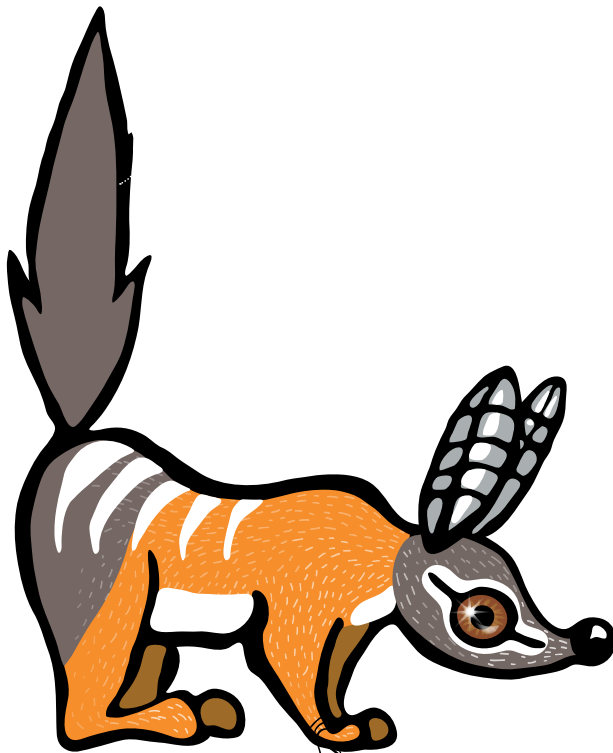
Consumers are demanding a wider range of products and greater segmentation (by size, flavour) within those products.

Convenience/quick preparation foods that provide a smaller/single serve portions are in demand, particularly as the number of households with one or two people increases. As a result of people wanting a package that contains just one meal, the total amount of packaging will likely increase per unit of food. On the flip side this can result in less food wastage. For example a recipe calls for ½ capsicum, 1 cup of cabbage, ¼ cup of cream and makes enough to serve four people or one person over four meals. If one person eats that meal over four nights the remainder of the capsicum, cabbage and cream deteriorates before they are ready to use it and has to be thrown away.

Convenience packaging goes beyond the essential purpose of preserving and protecting the product. Consumers want conveniently packaged food products that can be quickly made into meals without sacrificing quality. This is obvious in the range of products displayed in supermarkets - microwavable products, salad kits, zippered pouches and modified atmosphere packaging - that preserves shelf-life and maintains freshness.

For retailers, convenience packaging provides consumers with greater overall product choice while the packaging is often also utilised as a dispenser, making the product easier to display. Restaurants, hospitals and airlines benefit from convenience packaging through easier food preparation and the maintenance of food quality and safety.

Examples of convenience packs are tea bags, individual milk portions, sugar sticks, and tomato sauce sachets, which are used widely in food outlets as well as in aircraft meals.



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|----------------------|-------------------------------------|
| Tea Bags             | <input checked="" type="checkbox"/> |
| Milk Portions        | <input checked="" type="checkbox"/> |
| Sugar Sticks         | <input checked="" type="checkbox"/> |
| Tomato Sauce Sachets | <input checked="" type="checkbox"/> |

