

Latest Technology Produces the Incredi- Bowl®

New Product Outperforms Polystyrene and Paper Bowls for Soup/Entree Category

(St. Louis, MO) July 31, 2006 **Anchor Packaging** introduces the **Incredi-Bowl series**—the perfect bowl line for soups, breakfast entrees, and many other hot or cold foods. Using the latest technologies in packaging design, the Incredi-Bowl has been designed to stand up to 230°F, and will not cause off-odors or off-flavors when heated, like polystyrene bowls. This makes the product line perfect for staging foods under heat lamps or in warming units/tunnels, or for re-heating in the microwave.

The classic black bowl is matched with a clear vented, anti-fog lid for excellent food visibility, making the Incredi-Bowl ideal for increasing visual appeal while assuring order accuracy—a clear advantage over paper soup bowls. And the secure-snap closure ensures a leak-resistant container that transports safely. With classical styling, that subtly incorporates rigid design features, the Incredi-Bowl can be stacked up to 3 high with a variety of soups, pastas, and other prepared food items. The Incredi-bowl is competitively priced with other plastic soup bowls that have far fewer performance capabilities, and is less expensive than paper soup containers. Several large national chains have already adopted the **Incredi-Bowls**, in place of the containers they had been using, due to the superior price/performance attributes of the Incredi-**Bowl**.

Incredi-Bowls are available in 12-20 oz capacities with one lid to fit all sizes.

Anchor Packaging's product line includes upscale take-out packaging used for merchandising prepared ready-to-heat meals in supermarkets, take-out containers in restaurants and other foodservice operations, deli cup containers, all-purpose cling film and high barrier trays. **Culinary Classics®**, **MicroRaves®**, **Gourmet Classics®**, **Microlite®**, **Bon Faire®** and **Deli View®** are among Anchor's unique product lines. Anchor also provides custom package design and manufacture for many large food companies in the U.S. and Canada.