

**Serve convenience.**



**With taste.**



**T**ime is precious. So precious that we all ask for just a little more of it. Today's shoppers look for meals that are quick, easy, and delicious. And fortunately, Cryovac has created a superior package for your heat-and-serve products. One that will better showcase your food and deliver greater convenience to consumers, so you can serve your fully cooked entrée with a side of class.

### The Main Course

The revolutionary features of the Cryovac® Simple Steps™ heat-and-serve package make for a hot topic. Its cook-in ability enables products to be cooked, shipped, and sold all in the same package. A unique self-venting system makes reheating easier and safer, and vacuum skin packaging gives the food much greater merchandising appeal in the retail case, making Simple Steps an appetizing selection.

#### Package Features

- A** **COOK-IN CAPABILITIES**  
Product can be cooked, shipped and sold, all in the same package.
- B** **EZ OPEN TAB**  
Simply peel and serve.
- C** **SIDE HANDLES**  
Stay cool during reheating. Convenient for handling hot food.
- D** **VACUUM SKIN PACKAGING**  
Fits food contours improving presentation and appetite appeal.
- E** **TOTAL SEAL**  
Helps keep product stationary in the tray, and reduces leakers due to greater seal area.

### Chef's Special

Packaging your products using Simple Steps™ can provide a critical point of difference in the rapidly growing heat-and-serve category.

- Less overall packaging because food lies directly in the cook-in tray, and not in a separate pouch.
- Suitable for high and low profile products.
- Can be adapted to the shape and size of the product.
- More space efficient at retail than other options due to smaller footprint.

### Presentation is Key

Vacuum skin packaging increases the visual appeal of the heat-and-serve product. This provides a number of advantages.

- Contours to the shape of the food so shoppers can easily identify the product.
- Prevents the product from appearing to drown in its own sauce or gravy.
- Keeps meat looking juicy, fresh and easy to serve once heated. Research shows consumers associate vacuum packaging with freshness .

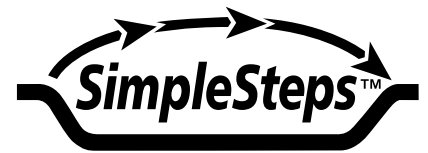
### Voilà, Dinner is Served

The Cryovac® Simple Steps™ package not only makes preparation easy, but also safer than other heat-and-serve packages. Convenience shoppers will appreciate.

- Fewer steps to get dinner on the table fast.
- No puncturing or cutting required, before or after heating, eliminating painful cuts and burns. Research revealed that consumers value this.
- Easier preparation translates into less mess when heating the product, eliminating irritating microwave splatters.
- Food can be served directly from the tray if desired.
- Can be frozen in its original packaging and reheated later.

### A Dash of Perfection

Cryovac/Sealed Air is a worldwide leader in food packaging technology. All of our products are backed by our total systems support, including food science, packaging design, applications development, equipment systems, and market research support. Bon Appétit.



- 1**
  - Remove outer packaging and place tray in microwave
  - Do not peel off clear film
  - **Do not puncture**



- 2**
  - Heat on high for 4 minutes\*
  - The **film expands to form a bubble** during heating, and then self vents and relaxes over the food



- 3**
  - Remove from microwave and let cool 2 minutes
  - Use easy open tab to peel off film and serve

\* Heat time will vary based on product volume.

