

# EXPAND

your menu without expanding your labor.

Imagine no take-out menu limitations. Imagine you can simply and easily add new items, and rapidly introduce seasonal or promotional dishes. With Cryovac® Simple Steps™ packaging, your dreams can be your reality. Ask yourself what would it do for your business if every item on your take-out menu could come from your supplier needing only re-heating before being carried home and enjoyed by your patrons. Think about labor savings, product variety, quality, consistency, and food safety. Then think about how much simpler and profitable take-out could become for you. You can offer the variety and consistency your customers want, without adding the capital investment you don't want.

Would you like a side of easy to go with that? No problem. Thanks to our vacuum package technology menu items that are hard to prepare come to the back of the house ready to heat and serve. But it's not just fast and easy, it's as fresh and tasty as if it came straight from the oven. Serve everything from spicy Breakfast Burritos to decadent Chicken Montrachet, all magically delicious in mere minutes. Take-out ready items also allow you to better manage peak demand periods without increasing production labor. And since you only sell what you serve, there's no shrink reduction or waste.

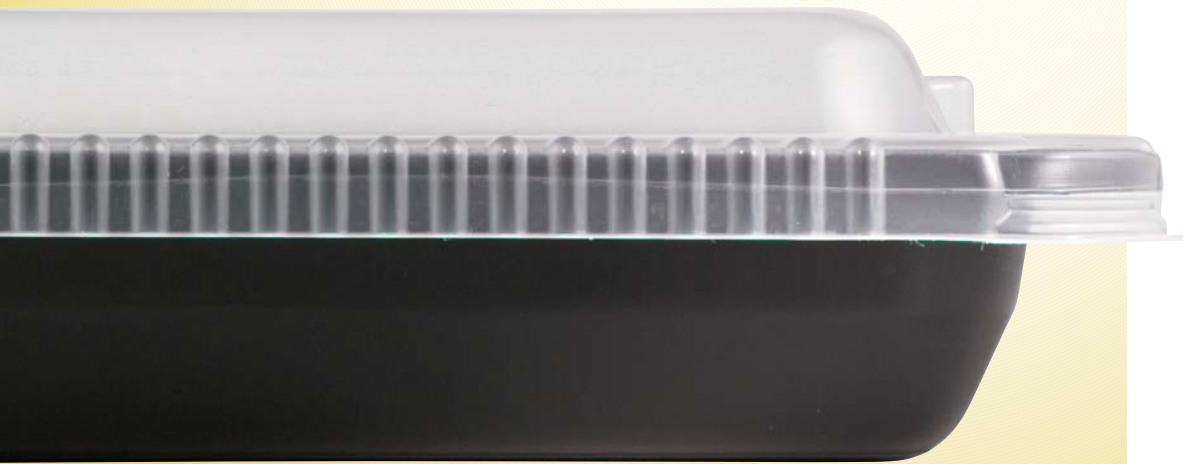
So find out how take-out ready packaging can increase your sales. It's the hottest thing out there.





# TAKE-OUT READY TECHNOLOGY OFFERS:

- A lidded tray, sized for one entrée
- Food comes pre-cooked, vacuum packaged for freshness
- Three easy steps to re-heat and serve
- Serve food directly from the tray
- Highest tested concept in consumer testing



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



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



- 3** • Just remove from the microwave and let cool for two minutes. Then, simply peel off the film, replace the lid, and serve straight from the package.

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