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Cardboard-Pouch Enables Fresh, Easy-Squeeze Pasta in Minutes

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Preparing and cooking fresh pasta in minutes is now possible with VerDeSoft's cardboard-dosing pouch filled with semi-fluid pasta dough. Consumers prepare the pasta by tearing the bottom label and squeezing the dough into a pot of boiling water. One to two minutes later, the fresh pasta can be served.

Cardboard provides the stability needed to withstand the pressure of squeezing the pasta through the dosing cuts. An inner layer of film acts as a barrier and is sealed/welded to the pouch.

This holistic approach of integrating the product and package creates a unique user experience enabling anyone to cook fresh pasta without creating a mess in the kitchen.

Won for Technological Advancement and Enhanced User Experience