

Silver

Microwaveable Sandwich Pouch Keeps Bread Moist During Heating

Curwood; Contributor: Hillshire Brands - USA

The Hillshire Brands Heat Fresh™ horizontal form-fill-seal package keeps bread soft and moist, while heating the rest of the sandwich evenly and thoroughly in the original package. Curwood combined two proprietary technologies in a unique way to optimally control moisture, heat and pressure in the package during microwave heating. The package consists of a non-woven film laminate with moisture-absorbing properties at the base and a nylon-based forming film with unique moisture control properties at the top. The two webs essentially create a moisture-equilibrating “steam dome” that allows for efficient use of steam while excess steam is absorbed.

During heating, moisture created by the heat cycle rises to the top of the package, rolls down the sides and is absorbed by the non-forming film, eliminating the problems of soggy or cardboard-like bread. At the same time, pressure is created within the package to drive heat into the sandwich core for controlled, even heating of meats, cheeses, and other sandwich components.

Won for Technological Advancement