

Silver

Roast-In-The-Bag Chicken Package Minimizes Safety Risks, Maximizes Consumer Convenience

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Many consumers lack knowledge of handling raw meat, as demonstrated by the large amount of government sponsored information about meat safety. FFP Packaging Solutions developed a roast-in-the-bag chicken package that addresses this issue. The package, a large polyester flow wrap sealed with heat-seal polyester, allows a whole chicken to be roasted in its retail package so consumers can place it straight in the oven without having to touch the raw meat. It retains all moisture within the package and allows the inside of the oven to remain clean.

Won for Enhanced User Experience