

● **Point of Sale**

Kit-Style Packaging Stirs Up Convenience

Hummustir's innovative kit-style packaging offers a new wrinkle in the category for on-the-go anywhere convenience: Shelf stable, flexible pouches of hummus packed inside a large paper cup that are opened and mixed at the time of use.



The soft, ready-to-eat hummus is packaged in two foil-laminate retort pouches, one that measures about 14x4 inches that's the same width and about twice the length of the other. These pouches are folded and packed inside a large coated paper cup with a tamper-evident-sealed lid. The tapered 3¾-inch diameter x 3¼-inch high cup holds 12-oz net weight of product. Also packed inside the cup are a packet of dry seasonings and a film-sealed wooden spoon.

To read more on this innovative approach, [click here](#).

Excerpted from [Packaging Digest](#)

● **Point of Interest**

Fill and Pack Products in Built-in Spout Bags

Pouring just got easier! Opportunities, Inc. is excited to have been approached by Pourrific to package their reusable, resealable packaging bags with built-in flexible spouts. The bags are both available for brands to offer the value added pour feature to their customers in a branded bag and for consumers to transfer their own product to for easier pouring. These bags are perfect for granular products such as pet foods, fertilizers, food products and ice melt. Learn more what these bags can offer by watching this short video and checking out their website.



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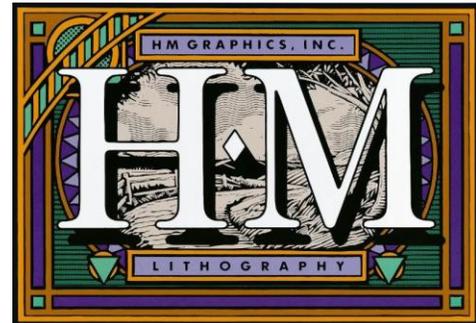
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<http://www.pourrific.com/packaging-bags>

● Point of Service

HM Graphics utilizes Opportunities, Inc. to help stay on schedule

Family owned and managed since 1969, HM Graphics ranks among the nation's elite, full-service commercial printing companies. From Fortune 100 corporations, top-tier ad agencies and other creative-thinking businesses, HM Graphics has built their reputation on a diverse portfolio of brochures, direct mail and one-of-a-kind dimensional printed materials.



HM Graphics recently turned to Opportunities, Inc. for additional assistance in their production areas to help satisfy their delivery schedules. Kathy Sandstrom, Vice President Marketing of HM Graphics, commented, *"Opportunities, Inc. is responsive and pays attention to details. Their level of professionalism is a good fit for our vendor relationship expectations. The project was handled with the care and attention to detail that is HM Graphics Hand Assembly's departments trademark."*

It's a win-win scenario for both companies. *"We take pride in being able to help individuals with barriers to be productive in the workforce. We look forward to a strong and successful partnership with Opportunities, Inc.,"* added Sandstrom.

● Point of Progress

Dairy foods shrinking to accommodate snackification

In the cooler and on the shelf, dairy is taking over - smaller and better than ever.

Dairy foods and beverages are seen in smaller, more convenient and snack-size packaging, all for the love of the consumer. With consumer lifestyles and health needs changing, "dairy" has taken on a whole new meaning. Additionally, dairy alternatives have given the market some not-so welcomed competition.

In the competitive dairy market, packaging plays a significant role as a vehicle to grow market shares. Packaging is a means to differentiate as well as optimize the value chain, or put in another way, increase sales while also reducing costs. We are now in a world of "snackification." Stats show that snacking is a booming \$87 billion business, and on the rise,

with snacks accounting for 51% of all food sales. Therefore, many brands have realized they need to go small or go home.

Smaller is better

Jarlsberg® Cheese debuted the hottest new addition to its iconic cheese family yet: Jarlsberg Cheese Snacks, using the same original Norwegian recipe. Fans can now savor the delicious classic taste of Jarlsberg Cheese in this delightful, portable snack with the convenience of cheese sticks, supporting the go-to snacking option.

With its proprietary recipe and unique, perfectly portioned cups, Muuna is disrupting store coolers. Delivering a melt-in-your-mouth texture, creamy taste and delicious real pieces of fruit on the bottom, Muuna has come out with a new high-protein, single-serve cottage cheese cup available in low-fat plain and five fruit-on-the-bottom flavors. *"Cottage cheese has been around forever, and mainly thought of as a diet food. The same was true for yogurt, but yogurt innovated while cottage cheese remained stuck in the past. At Muuna, we decided to reimagine cottage cheese, inside and out, down to our unique, beautiful cup,"* says Gerard Meyer, CEO of Muuna.

Innovation is the key

Lotito Foods, a family owned, four-generation cheese and specialty food company has added to its iconic imported Italian and domestic cheese line with Folios™. These lightly baked sheets of cheese come in three flavors: Jarlsberg®, Cheddar and Parmesan. The all-natural artisan cheese sheets can be used as a dish topper (such as on top of soup), as a shell, wrap or melted in recipes. Folios are a first-of-its-kind cheese product made of all natural, part-skim cheese, that is carb and gluten free and high in protein.



Another new product recently launched is award-winning Yollies Yogurt Lolly, a fun way to enjoy the healthy goodness of yogurt. It is a yogurt lollypop made with thickened yogurt and fruit puree designed for children's lunchboxes.

Packaging with milk protein

It's not always what's in the package. The American Chemical Society (ACS) recently presented research on a packaging film made of milk proteins at the ACS national meeting.

"The protein-based films are powerful oxygen blockers that help prevent food spoilage. When used in packaging, they could prevent food waste during distribution along the food chain," says research leader Peggy Tomasula, D.Sc.

To create a better packaging solution, research leader Peggy Tomasula and colleagues at the U.S. Department of Agriculture are developing an environmentally friendly film made of the milk protein casein. The films are up to 500 times better than plastics at protecting food against oxygen and they are biodegradable and more sustainable, breaking down easier than plastics.

According to Research and Markets' Global Dairy Packaging Market report, the global dairy packaging market is estimated to reach a total market value of \$25.55 billion by the end of 2020 at a compound annual growth rate of 3.52%.

These factors are expected to drive dairy packaging:

- Single-serve packaging, which is most preferred over others
- Light weighting to provide convenience to the consumers
- Usage of effective packaging methods to increase shelf life

With shelf space - and cooler space - at a maximum, there are a couple ways to move forward and stand out with dairy offerings: online stores and outside of chilled dairy shelves. On-the-go and younger consumers are shopping online for groceries - think: Amazon's "Prime Pantry" service and one-store delivery services like Whole Foods. Consider retail space and the non-chilled inside aisles, where competitors are likely not focused.



New casein film offers longer shelf life.

Excerpted from [Packaging Strategies](#), November 2016

