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NEWS

FOR IMMEDIATE RELEASE

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‘Really Cool’ Lid Chosen Foodservice Package of the Year

FALLS CHURCH, VA (October 15, 2003) A drink lid designed to hold a mini-music compact disc was named as the Foodservice & Packaging Institute-*QSR Magazine* “Foodservice Package of the Year” during an awards dinner here this evening.

Sbarro Inc.’s “Listen to Your Lid” cup lid, manufactured by Convex and designed by TPL for Pepsi, was chosen as the outstanding foodservice package for 2003 from 87 entries, representing more than 50 individual packages entered in five categories. In addition to the overall distinction, the Sbarro cup lid won first place in the Merchandising Distinction category.

In selecting the unique design and concept of Sbarro’s cup lid, the judges called the lid “perfect” and cited it as a “cool concept and nice execution” that “is sure to sell soft drinks to the youth market.”

Four other foodservice packages captured first place awards for their categories. They included:

-- **Advancement of Food Safety:** the Dixie® PerfecTouch® Container, Dixie Foodservice business of Georgia-Pacific Corporation;

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-- **Functionality/Consumer Convenience:** Liddles™ Portion Cups, Dixie Foodservice business, Georgia-Pacific Corporation;

-- **Graphic Design Distinction:** the Cinnabon Classic Cinnamon Rolls Container, Cinnabon; and,

-- **Product Manufacturing Innovation:** the KX2® Cup and Lid System, International Paper Company.

“The judges had their hands full with this year’s crop of entries,” said John R. Burke, president of the Institute. “The purpose of the competition is for the foodservice packaging industry and its customers to show off what they can do with foodservice packaging. There were some very creative packaging concepts and designs entered, and honored, and some of the packages are marked innovations and advancements for products that many view as commonplace. I can’t wait to see the entries we get next year.”

The winners of the five 2003 Foodservice Packaging Awards categories were:

Advancement of Food Safety:

First Place: Dixie® PerfectTouch® Container, Dixie Foodservice of Georgia-Pacific Corporation. *Second Place:* Etch-It Party Cups. *Third Place:* Liddles™ Portion Cups, Dixie Foodservice.

Functionality/Consumer Convenience:

First Place: Liddles™ Portion Cups, Dixie Foodservice. *Second Place:* Domino’s Pizza Buffalo Chicken Kickers™ box, Domino’s Pizza. *Third Place:* Dixie® Quilt-

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Rap® Bag, Dixie Foodservice. *Honorable Mentions:* Beverage on the Move, LBP Manufacturing, Inc.; KX2® Cup and Lid System, International Paper Company; Rita's Beach Bucket, Rita's Water Ice Franchise Corporation.

Graphic Design Distinction:

First Place: Cinnabon Classic Cinnamon Rolls Container, Cinnabon. *Second Place:* Lenticular Cup, Digital Replay, Inc. *Third Place:* LEGOLAND Kids Meal Tray, Dedic Marketing Group. *Honorable Mentions:* Rita's Beach Bucket, Rita's Water Ice Franchise; 20th Anniversary Packaging, Buffalo Wild Wings Grill & Bar; Munchkins® Donut Hole Treats, Allied Domecq.

Merchandising Distinction:

First Place: Listen To Your Lid cup lid, Sbarro, Inc. *Second Place:* Beverage on the Move, LBP Manufacturing, Inc. *Third Place:* Rita's Beach Bucket, Rita's Water Ice Franchise Corporation. *Honorable Mentions:* Lenticular Cup, Digital Replay, Inc.; Crave Case, White Castle Management Co.; and L'Oliveraie, Cascades Boxboard Group, Inc.

Product Manufacturing Innovation:

First Place: KX2® Cup and Lid System, International Paper Company. *Second Place:* Dixie® Stoneware Packaging, Dixie Foodservice. *Third Place:* Dixie® Liddles™, Dixie Foodservice.

The Foodservice & Packaging Institute, Inc. headquartered in Falls Church, Va., is the premier material-neutral association representing converters, suppliers and others who produce, market and distribute single-use foodservice packaging products.