

NEWS

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Easy Carry Named 2004 Foodservice Package of the Year

FALLS CHURCH, VA (Nov. 04, 2004) --- The Easy Carry, a two-tiered food and beverage carrier, was named the *QSR Magazine*-Foodservice & Packaging Institute 2004 Foodservice Package of the Year during the annual awards dinner in Atlanta on October 21.

In singling out the Easy Carry carrier, produced for Easy Carry, Inc. and manufactured by Graphic Packaging International, the competition judges cited the package for its “brilliant folding and die cutting,” and its “really intelligent, functional design that certainly increases sales and customer satisfaction.”



Photo by QSR Magazine

The package marries a fold-out drink base to a food tray that is securely held atop the drink carrier base by means of a handle that is inserted through a die cut in the food tray that sits on top. Both the light-gage board carrier and the tray can be printed on all four sides with advertising or marketing messages, creating, in effect, a walking billboard. In addition to capturing the Foodservice Package of the Year honor, the Easy Carry received the first place award in the Merchandising Distinction/Consumer Convenience category.

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

-- **Advancement of Food Safety:** Steak-out Franchising for its dinner box and takeout bags produced by Genpak LLC and International Paper respectively;

--**Graphic Design Distinction:** Buffalo Wild Wings 2004 packaging line produced for the company by International Paper;

--**Product Manufacturing Innovation:** The Spider Man Promotional Cup, produced for PMG and Sony Pictures by International Paper;

--**The Wow!!! Factor:** The Coney Crate produced for Gold Star Chili by Paper Products.

The 2004 QSR-FPI Foodservice Packaging competition received 123 entries, a nearly 50 percent increase over 2003. Judges awarded first, second and third and honorable mention to winning entries in each category.

The winners of the five QSR-FPI 2004 Foodservice Packaging Awards categories were:

Merchandising Distinction/Consumer Convenience:

First Place: Easy Carry food and beverage carrier, Easy Carry, Inc. *Second Place:* The Which Wich Bag, Which Wich Corporation; *Third Place:* Grilled Chicken Box, Burger King, Germany. *Honorable Mentions:* Dough Egg Carton, Cole & Parks; Poly Bucket Lids and Biscuit Basket, Yum! Brands; Reynolds Easy Lock Hingeware, Reynolds Food Packaging.

Graphic Design Distinction:

First Place: Buffalo Wild Wings 2004 packaging line, Buffalo Wild Wings; *Second Place:* Breadsmith Bags, Breadsmith Franchising; *Third Place:* Back Yard Burgers Bag, Back Yard Burgers. *Honorable Mentions:* Paradise Bakery & Café Kids Meal packaging; the Fish Nibbler box, White Castle Management; and, Dunkin Donuts Pound of Coffee package, Dunkin Donuts.

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Product Manufacturing Innovation:

First Place: Spiderman Promotional Cup, International Paper; *Second Place:* Culinary Classics, Anchor Packaging; *Third Place:* the 16 ounce Insulated Coffee Tumbler, Digital Replay. *Honorable Mention:* Nature Works PLA Packaging, Fabri-Kal.

Advancement of Food Safety:

First Place: Dinner Box and Paper Bags, Steak-Out Franchising.

The Wow!!! Factor:

First Place: Coney Crate, Gold Star Chili; *Second Place:* Double Splitzo Cup, Berry Plastics; *Third Place:* Poly Bucket Lid. Biscuit Basket, Yum! Brands. *Honorable Mentions:* Dough Egg Carton, Cole & Parks; 2004 Valentine's Day Bagel Flower Box, New World Restaurant Group; and, Two Gallon Popcorn Bucket, Digital Replay.

Photos of the winners are available for publication by contacting Beth Phillips at 703/538-2800

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