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**CHICKEN FINGERS PACKAGE WINS ANNUAL FOODSERVICE  
PACKAGING AWARDS “HANDS DOWN”**

FALLS CHURCH, VA (October 28, 2008) – A children’s meal package for McDonald’s restaurants in Latin America, developed and sourced by HAVI Global Solutions, won the QSR-FPI “2008 Foodservice Package of the Year”... hands down.

The bright red and yellow plastic “Chicken Fingers Hand” placed first among 156 entries from North and South America, Europe, Asia and Australia. The package for *deditos de polo grill* opens to become a serving container for five grilled chicken pieces in the fingers, and small trays for sauce and mashed potatoes in the palm.

The Chicken Fingers Hand also captured First Place in the Children’s Meal Packaging category in the competition and scored a perfect 10 in every evaluation criteria according to eight-year-old Sayla Wangler and her mother, Jeannie Wangler, of Manassas, Va. who judged the category.

There are six categories in the annual competition, and the judges select a winner in each category. The category winners then compete against each other for the “Foodservice Package of the Year” designation.

(more)

“The Chicken Fingers Hand...is a perfect example of a foodservice package that helps increase sales,” said John R. Burke, president of the Foodservice Packaging Institute (FPI).

“The clever design of the package, its size (just right for a child’s portion) and its durable nature (meant to be taken home for future use as a child’s crayon storage unit) captured the judges’ imagination. This is the kind of package that a child will keep until he or she goes off to college,” Burke said.

That’s not to say that the Chicken Fingers Hand didn’t have some tough competition. The 52-inch long Big Stuff™ Crowd Pleaser Pizza – yes, that’s a four feet, four inches long box for holding 11 pounds of pizza – from Hot Stuff Foods® was one such example. It tied for First Place in the Wow! Factor category with an entry from Firehouse Subs: its Captain Sorensen’s® Datil Pepper Hot Sauce, a glass container shaped like a fire hydrant.

The tie in the Wow! Factor category was the first time in the eight-year history of the competition that two packages tied for First Place in one of the categories.

In the Consumer Convenience category, the Glide Solo, a simple, yet extremely creative one-piece cup holder, based on an origami fold out concept, won First Place for Tray Innovations Inc. and its founder, Dotison McThay of Chicago. This was the third time in the six years of the QSR-FPI sponsored awards program that one of Mr. McThay’s creations took first place in a category he entered.

In the Brand Delivery – Family of Packaging category, the entire foodservice packaging line from Australia’s Guzman y Gomez Mexican Taqueria™ restaurant chain captured First Place. With its eye-catching black and yellow photo graphics on its take-out bags, cups and wraps, the chain made customers “feel like they were taking home a meal from Old Mexico” rather than Sydney.

(more)

The competition's Graphic Design Distinction – Single Package category winner was the enticing four-color Paper Salad Package for McDonald's Europe. The 360 degree images of crisp salads printed on the package act as a perfect enticement for consumers looking for lighter fare at a chain known for burgers and fries. The container was developed and sourced by HAVI Global Solutions and manufactured by Seda S.p.A. of Italy.

In the Product Manufacturing Innovation category, a coffee cup made with a unique In-Mold Label process that applies a paper label to a polystyrene cup during thermoforming won First Place for McDonald's in Latin America and Asia Pacific, developed and sourced by HAVI Global Solutions and manufactured by Grupo Convermex S.A. de C.V. of Mexico and Perfect Product Disposables of Malaysia.

A listing of all of the 2008 QSR-FPI Foodservice Packaging Awards winners is included in the following pages.

For more information, please contact Lynn Dyer, vice president, at the Foodservice Packaging Institute at (703) 538-2800 or via e-mail at [ldyer@fpi.org](mailto:ldyer@fpi.org).

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**The Foodservice Packaging Institute, the leading authority on single-use foodservice packaging in North America, headquartered in Falls Church, Va., is the material-neutral trade association for manufacturers and suppliers of single-use packaging used in foodservice operations.**



## 2008 QSR-FPI Foodservice Package of the Year



### **CHICKEN FINGERS HAND**

Company: HAVI Global Solutions  
Manufacturer: Zott  
Operator: McDonald's Latin America  
Contact: Jeanette Ray  
[jray@havigs.com](mailto:jray@havigs.com)  
(630) 493-7400

**2008 QSR-FPI Foodservice Packaging Awards**  
**Children's Meal Packaging Category**  
*(6 entries)*

*First Place*

**CHICKEN FINGERS HAND**

Company: HAVI Global Solutions  
Manufacturer: Zott  
Operator: McDonald's Latin America  
Contact: Jeanette Ray  
[jray@havigs.com](mailto:jray@havigs.com)  
(630) 493-7400



*Second Place*

**PARADISE BAKERY & CAFÉ KIDS**

Company/Design Firm: C3 – Creative Consumer Concepts  
Manufacturer: Harmony Printing & Development Company  
Operator: Paradise Bakery & Café  
Contact: Chris Evans  
[cevans@c3mail.com](mailto:cevans@c3mail.com)  
(913) 327-2241



*Third Place*

**KIDS CUP**

Company/Manufacturer: Solo Cup Company  
Contact: Alex Falconer  
[alex.falconer@solocup.com](mailto:alex.falconer@solocup.com)  
(847) 579-3517



*Honorable Mention*

**NESQUIK RTD PACKAGE**

Company/Manufacturer: Nestlé USA  
Contact: Joanna Yarbrough  
[joanna.yarbrough@us.nestle.com](mailto:joanna.yarbrough@us.nestle.com)  
(818) 549-6567



**2008 QSR-FPI Foodservice Packaging Awards**  
**Product Manufacturing Innovation Category**  
*(10 entries)*

*First Place*

**IN-MOLD LABEL PWEPS COFFEE CUP**

Company: HAVI Global Solutions  
Manufacturers: Convermex, PPD  
Operators: McDonald's Latin America,  
McDonald's Asia Pacific  
Contact: Jeanette Ray  
[jray@havigs.com](mailto:jray@havigs.com)  
(630) 493-7400



*Second Place*

**PICCADILLY PIZZA 6.5" PERSONAL PIZZA**

Company/Manufacturer: OlymPak Printing and Packaging  
Design Firm: Mello Smello Design and Graphics  
Contact: Gary Syvertsen  
[gsyvertsen@olympak.com](mailto:gsyvertsen@olympak.com)  
(763) 504-5922



*Third Place*

**DYNE-A-PAK NATURE™ FOAM TRAYS**

Company/Manufacturer: Dyne-A-Pak Inc.  
Contact: Paul Boudrias  
[pboudria@dyneapak.com](mailto:pboudria@dyneapak.com)  
(450) 667-3626



**2008 QSR-FPI Foodservice Packaging Awards**  
**Consumer Convenience Category**  
*(36 entries)*

*First Place*

**GLIDE SOLO**

Company/Design Firm: Tray Innovations Inc.  
Manufacturer: Cameo Container Corporation  
Contact: Dotison McThay  
[dotison@trayinnovations.com](mailto:dotison@trayinnovations.com)  
(773) 339-2171



*Second Place*

**HOT N HANDY POUCH**

Company/Manufacturer: Robbie Manufacturing  
Contact: Penny Sweeney  
[pennys@robbiemfg.com](mailto:pennys@robbiemfg.com)  
(913) 492-3400



*Third Place*

**FRUIT AND YOGURT PARFAIT PACKAGE**

Company: HAVI Global Solutions  
Manufacturers: Pactiv Corporation, Solo Cup Company  
Operator: McDonald's USA  
Contact: Jeanette Ray  
[jray@havigs.com](mailto:jray@havigs.com)  
(630) 493-7400



*Honorable Mention*

**DENNY'S® DOME**

Company/Manufacturer: Pactiv Corporation  
Operator: Denny's®  
Contact: Craig Cappel  
[ccappel@pactiv.com](mailto:ccappel@pactiv.com)  
(847)482-3710



*Honorable Mention*

**SAFE-T-FRESH PACKAGING**

Company: Del Monte Fresh Produce, N.A.  
Manufacturer: Inline Plastics Corporation  
Contact: Vidya Samsundar  
[vsamsundar@freshdelmonte.com](mailto:vsamsundar@freshdelmonte.com)  
(305) 520-8012



2008 QSR-FPI Foodservice Packaging Awards  
Graphic Design Distinction – Single Package Category  
(51 entries)

*First Place*

**PAPER SALAD PACKAGE**

Company: HAVI Global Solutions

Manufacturer: Seda

Operator: McDonald's Europe

Contact: Jeanette Ray

[jray@havigs.com](mailto:jray@havigs.com)

(630) 493-7400



*Second Place*

**HERO CUPS**

Company/Operator: Firehouse Subs

Manufacturer: Letica Corporation, Maui Cup Division

Design Firm: Erwin-Penland

Contact: Melissa Simpson

[msimpson@firehousesubs.com](mailto:msimpson@firehousesubs.com)

(904) 886-8300



*Third Place*

**INSIDE PRINTED SBS CLAMSHELL**

Company: HAVI Global Solutions

Manufacturer: Carter Holt Harvey

Operator: McDonald's Australia

Contact: Jeanette Ray

[jray@havigs.com](mailto:jray@havigs.com)

(630) 493-7400



*Honorable Mention*

**SPIDER-MAN™ 3 PIZZA BOX**

Company/Operator: Papa John's International

Manufacturer: Temple-Inland

Contact: Kevin Matthews

[kevin\\_matthews@papajohns.com](mailto:kevin_matthews@papajohns.com)

(502) 261-4154



*Honorable Mention*

**“TO-GO” CONTAINERS**

Company/Operator: Maggie Moo's Ice Cream & Treatery

Manufacturer: Solo Cup Company

Design Firm: NexCen Brands, Inc.

Contact: Jessie Snider

[jessie.snider@ogilvypr.com](mailto:jessie.snider@ogilvypr.com)

(404) 881-2318



**2008 QSR-FPI Foodservice Packaging Awards**  
**Brand Delivery – Family of Packaging Category**  
*(19 entries)*

*First Place*

**BRANDED PACKAGING**

Company: Guzman y Gomez Mexican Taqueria™

Manufacturer: Various

Design Firm: The Creative Method

Contact: Robert Hazan

[robert@guzmanygomez.com](mailto:robert@guzmanygomez.com)

+61 2 9380 9779 (in Australia) / (646) 502-5286 (in the U.S.)



*Second Place*

**COUNTRY FIXINS' FOOD PACKAGING**

Company/Operator: Cracker Barrel Old Country Store

Manufacturer: Various

Design Firm: Sponge

Contact: Rebecca Allen

[rebecca.allen@crackerbarrel.com](mailto:rebecca.allen@crackerbarrel.com)

(615) 235-4132



*Third Place*

**QUICK CHEK BRANDED PACKAGING**

Company/Operator: Quick Chek

Manufacturer: Various

Design Firm: Oxford Communications

Contact: Heather Kolesa

[heather@oxfordcommunications.com](mailto:heather@oxfordcommunications.com)

(609) 397-4242



*Honorable Mention*

**RE-IMAGE PACKAGING SUITE**

Company/Operator: Jack In The Box

Manufacturer: Various

Contact: Patti Foley

[patti.foley@jackinthebox.com](mailto:patti.foley@jackinthebox.com)

(858) 571-2151



*Honorable Mention*

**KRYSTAL SQUARE OFF IV PACKAGING**

Company/Operator: The Krystal Company

Manufacturers: Rock-Tenn Company,

Letica Corporation, Maui Cup Division

Design Firm: The Johnson Group

Contact: Keeli Crewe

[kcrewe@johnngroup.com](mailto:kcrewe@johnngroup.com)

(423) 424-3028



2008 QSR-FPI Foodservice Packaging Awards  
The Wow! Factor Category  
(34 entries)

*First Place*

**BIG STUFF™ CROWD PLEASER PIZZA**

Company: Hot Stuff Foods®

Manufacturer: Green Bay Packaging

Design Firm: Lawrence & Schiller

Contact: Win Davis

[win@win-formation.com](mailto:win@win-formation.com)

(804) 360-8264



*First Place*

**CAPTAIN SORENSEN'S® DATIL PEPPER HOT SAUCE**

Company/Operator: Firehouse Subs

Manufacturer: Infinity Hospitality

Design Firm: Erwin-Penland

Contact: Melissa Simpson

[msimpson@firehousesubs.com](mailto:msimpson@firehousesubs.com)

(904) 886-8300



*Third Place*

**DENNY'S® DOME**

Company/Manufacturer: Pactiv Corporation

Operator: Denny's®

Contact: Craig Cappel

[ccappel@pactiv.com](mailto:ccappel@pactiv.com)

(847) 482-3710



*Honorable Mention*

**SMART TOP™ RECLOSABLE LID**

Company/Manufacturer: Georgia-Pacific Food

Services Solutions

Contact: Chuck Knudsen

[chuck.knudsen@gapac.com](mailto:chuck.knudsen@gapac.com)

(404) 652-6414



*Honorable Mention*

**KRYSTAL HOLIDAY STEAMER PACK**

Company/Operator: The Krystal Company

Manufacturer: Rock-Tenn Company

Design Firm: The Johnson Group

Contact: Keeli Crewe

[kcrewe@johnsgroup.com](mailto:kcrewe@johnsgroup.com)

(423) 424-3028

