



# Chilled Food Solutions

**New**

Impression Bowls  
Designed to enhance salads.



## SALADS TRENDS

Salad is firmly in fashion. Rather than a meal accompaniment, it often takes centre-stage as a main meal in itself so consumers want salads that are filling, healthy and delicious. Consumers want products that deliver on taste, health and convenience without breaking the bank. It is not just what is in the salad that counts, consumers expect packaging innovations particularly if eaten on-the-go.



## CONCAVE SHAPE FOR AN AMAZING FILLING PERCEPTION



### HOW WE STAY ONE STEP AHEAD OF THE TRENDS?

The Sabert Impression Bowls are designed to stay in the hand and suitable for any salad to go. The transparency of the solution allows the time-poor consumer to see at a glance all ingredients of the salad meal. Furthermore, the concave shape enables work with layers to give a great filling impression. The purpose of the brand new Impression Bowls is to meet consumer needs and to stay one step ahead of the trends.

## FRESH FOOD ON-THE-GO

75%

Of consumers will pay more for a salad they know is fresh.\*

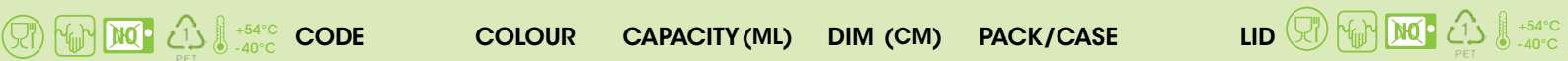
39%








Of consumers choose salad when looking for a healthy eating option, the highest percentage of any option.\*\*

1/3

Of the UK population enter shops and quick service food retailers with the sole purpose of buying food to eat on the go every week.\*

\*Independent Survey \*\*NPD Group, 2013



	CODE	COLOUR	CAPACITY (ML)	DIM (CM)	PACK /CASE	LID
 	BOW14516	CLEAR	500	17x17x5	6x50p.	
 	BOW14524	CLEAR	750	17x17x6	6x50p.	
 	BOW14532	CLEAR	1000	17x17x8	6x50p.	

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Plattered food solutions



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