

*In the Beginning...*

*We created the first*

**Pasta Cup**

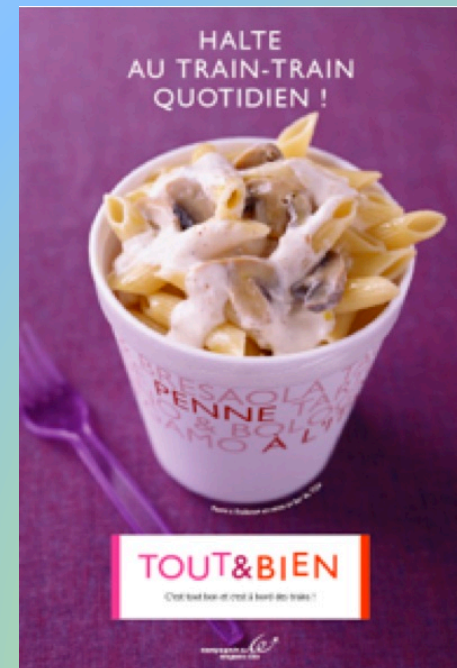
# From 2003 to 2009

## it was the only Cup on the market

- ☑ Daily Monop
- ☑ V.V.F.
- ☑ SNCM
- ☑ SCAL
- ☑ Croq'o'pain
- ☑ Olympic games Athens
- ☑ ...



- ☑ T.G.V.
- ☑ Disneyland Paris
- ☑ ACCOR
- ☑ Van Oers (Benelux)
- ☑ ...



**Since 2009**

# **The Surge!**

**More than 100 varieties of Boxes/Cups  
entered the mass market**



## ...and About these Products...

- Texture and taste compromised because contents are co-mingled
- Easily and rapidly copied
- Short shelf-life
- Mixing difficult top to bottom
- Limited range of recipes

# 2010-2012 R&D



- The product in the main cup
  - The sauce in the lid





**A SERIES OF DEVELOPMENT STAGES**



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**A SERIES OF DEVELOPMENT STAGES**

# Now in 2013



*“Flavors of Home”*



**A concept for tomorrow...**

...with a new prestigious award



*... Winner of the  
2013 Oscars of  
Packaging  
Festival in Paris!*



*Presenting:* the end of dishes bathed in sauce

- The sauce is in the lid
- The product (pasta, etc.) is in the Cup

**And, it's a single package!**

**A patented technology**





Heat



Turn



Savor

## The consumer:

- 1 Removes the tab found on the edge of the Cup
- 2 Puts the Cup in the microwave for 1 1/2 minutes
- 3 Turns the lid one-half turn  
A simple turn of the hand releases the hot sauce



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# Significant Advantages

- ☑ Barriers to copying because of patent
- ☑ Longer shelf-life
- ☑ Flavor/texture preserved throughout shelf-life
- ☑ Sauce distributed for better/easy mixing
- ☑ Unmatched variety of recipes

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# **Concept Test**

## **The Twist Cups**

### **Focus Groups**

Technopole Alimentec (Bourg en Bresse, France)

*Results*



*«I often use a Pasta Box when I'm in a hurry because it is very convenient, but I find that the recipes often lack variety and flavor.*

*Moreover, it is not easy to mix the sauce with the pasta that is often softened or crumbling. Sometimes I heat the Box upside down to facilitate mixing».*

Focus group participant

# Concept test: Consumers' Evaluation

## Dominant feature

- Pouring of the sauce evokes «home-made»

## Important Advantages

- Broadens the range of potential recipes
- Maintains flavor of food in the Cup
- Maintains texture of food in the Cup



# Concept test: Consumers' Evaluation

## Packaging

- ☑ Transparent lid allows consumer to see exactly what she is buying
- ☑ The format corresponds to the type of finished product offered
  - «**Cups**» -- rice, pasta, noodles in vertical cup-shaped package
  - «**Entrées**» -- more ingredients / more complete meals in horizontal bowl-shaped packages
  - «**Desserts**» -- hot or cold in smaller horizontal bowl-shaped packages



## Added Feature of the Preparation Procedure

- It's fun to make yourself

## Price

- The features of the Cup justify a premium price of around 15%

On a scale of 1-5, respondents rated the concept  
**5 in terms of uniqueness and intent to buy**

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# Concept Test: Savory Recipes

**Question** : Do you think the Cup will effectively deliver these types of savory recipes with great flavor?

**Response: 80%+ «Yes»**

In the Cup	In the Lid
Penne, fusilli	Neapolitan sauce, Carbonara sauce
Vegetable croquettes	Cheese sauce
Basmati rice	Tomato sauce
Cod with vegetable croquettes	Sauce Alfredo
Gnocchi	Salsa rosa



## Concept Test: Savory Recipes

**Question:** Do you think the Cup will effectively deliver these types of savory recipes with great flavor?

**Response: 60-80% «Yes»**

In the Cup	In the Lid
Chicken with vegetables	Green pepper sauce
Mixed vegetable croquettes	Bechamel sauce
Couscous with sausage, vegetables	Chickpea sauce

## Concept Test: Dessert Recipes

**Question:** Do you think the Cup will effectively deliver these types of dessert recipes with great flavor?

**Response: 100% «Yes»**

In the Cup	In the Lid
Baked pear	Chocolate sauce
Cake	Fruit sauce
Cookie	Chocolate sauce

# The Cups



# The Entrées



# The Desserts



# Technical aspects

## Packaging

- The Cup and the Lid are in PP
- Variety of shapes and capacities are possible

## Industrial equipment

- Autoclave
- Dosing and filling machine
- Thermal sealing machine for plastic film

## Processing

- One or multiple lines depending on capacities and forecasts



# Offer of Exclusive Licenses

A complete range

## Cups



## Entrées



## Desserts



Licensing by territory, by category, or a combination

Patented in Europe, U.S.A., and Canada

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