



PROTEIN 'SHOTS' BULK UP IN POUCH

Convenience and an intriguing packaging proposition combine through a new launch in a new category for the Sunkist brand.

Sunkist Growers is now muscling into the nutrition business in a big way: *Sunkist Protein* in a 1-gallon stand-up pouch that contains 48 servings of protein shots features a specialized dispensing valve that maintains shelf-stability after opening.

The preformed pouches are converted and supplied by **Fres-co System USA** and fitted with an aseptic-compatible valve that **International Dispensing Corp.** (IDC) calls *The Answer*. In conjunction with the barrier pouch, the resulting *Multiserve Safe Pak* package permits refrigeration-free storage throughout its use.

"Through our partnership with Sunkist, **BioBev**, IDC, and Fres-co, we are now able to make protein supplements available in bulk," says Jim Duffy, founder and president of **Protica**. "Bulk packaging offers consumers a new level of flexibility in their buying decision...and saves consumers approximately 30% per serving versus [48] single-serve portions."

Protica, a privately owned nutraceutical firm headquartered in Whitehall, PA, built a custom filling line for the unique process.

BioBev is the creator and exclusive distributor for *Sunkist Energy* and *Sunkist Protein*, under a trademark license agreement from Sunkist Growers, Inc.

This is the next step in an expansion by Protica into the bulk packaging market. Last September, Protica introduced a protein beverage in a bag-in-box format. This introduction, of course, replaces the box with a source-reducing, straight-to-pouch presentation that provides prolonged ambient storage.

Distribution to large retail outlets is being targeted for early 2011. Also, the format better positions expansion to "price-sensitive segments" such as hospitals and assisted living centers, according to Sunkist.

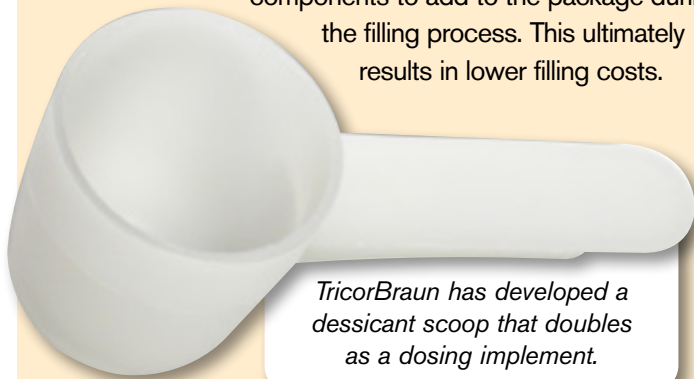
The 1-gallon stand-up pouch, which remains shelf-stable after opening, contains 48 protein "shots" versus the single-serve packaging.



Packaging Strategies'

Perspective: *This larger-than-usual stand-up pouch unboxes bags from bag-in-box packaging. Shedding the corrugated saves costs, reduces the environmental footprint and lifts the shelf impact. IDC's specialized tap that frees products from refrigeration even during use appears a viable, invaluable option particularly suitable to foodservice channels. PS*

Scoops continued from the bottom of Page 8
process. The combination of two components --
dessicant and scoop -- equates to less inventory and fewer
components to add to the package during
the filling process. This ultimately
results in lower filling costs.



TricorBraun has developed a dessicant scoop that doubles as a dosing implement.

Rising dessicant costs has caused many to find ways to stabilize formulations and reduce the overage needed to gain the desired shelf life. "*DryKeep Scoops'* consistent relative humidity can reduce the amount of moisture-based degradation of ingredients, which can mean immediate cost savings," said Darsey.

DryKeep Scoops are available in more than 150 sizes, from 0.5cc to 16oz. The TricorBraun scoops are made with *DryKeep* and pharmaceutical grade polypropylene (PP). While traditional scoops use this same FDA-grade PP, some of the PP is replaced with *DryKeep* in the making of the TricorBraun scoops.

DryKeep Scoops are made via an injection molding process where the *DryKeep* is let down into the scoop like a colorant. The scoop's natural color is off-white because of the dispersion of *DryKeep* throughout the polymer matrix. "*DryKeep* absorbs through a hydration reaction much like salt in a salt shaker. As it absorbs moisture, it gains weight, but does not go through any other changes," said Darsey. To protect the scoops from moisture, they are shipped in a hermetically sealed polylined foil bag. These bags are resealable and will protect the scoops for years.

Packaging Strategies Perspective: *Combination dessicant products aid manufacturers in removing high levels of vitamin loading from products, ensuring that those products remain fresh from time of packing to expiration date, and providing another purposeful use. PS*