

ThermoCooking

Easy and Healthy One Touch Oven Cooking



Top Food Trends



People are cooking more at home. One of three consumers has changed their cooking style to become more adventurous and to include more fruits and vegetables.



Consumers are interested in new products, upscale presentation & more spicy, gourmet, natural /organic and fresh foods.



Fresh is a healthy eating strategy for the majority of consumers who think that fresh food are healthier and look for more fresh ingredients.



Top Food Trends



The majority of adults believe that home cooked meals are healthier



Quickly prepared meals are a fast growing market.



Consumers are making a strong effort to get more vitamins and more protein in food.



The Need

Healthy at-home meals, easy to prepare, minimum clean up





The Solution

Thermo-Cook by Plastopil

The Ultimate packaging for Easy and Healthy One Touch Oven Cooking





The Product

- Thermo Cook films: pouches or thermoformed packs.
- Suitable for cooking poultry, beef, pork, fish and vegetables.
- Direct from the refrigerator or frozen food section to the oven without any handling.
- Excellent gloss and clarity before and after cooking.
- No burn or adhesion to the packed product after roasting.
- Self - venting feature eliminates the need to slit, pierce or open the package before cooking: When a certain pressure is reached, the seal of the pack opens by itself allowing for proper browning of the contents.



The Product

- The constant heat transfer during the two cooking phases ensures consistent cooking results and reduces cooking time by up to 30%.
- Significant reduction of product weight loss due to evaporation during cooking.
- High level of food safety and hygiene: The food inside the sealed pack is never touched until served, completely eliminating the risk of cross contamination (no-touch concept).
- Food retains nutritional value along with flavor.



The Product - Key Features



Healthy

Preserves the nutritional value, flavor and color of the food



Simple

Easy to use with minimal preparations. No handling of the food from store to oven with no cooking experience needed



Safe

Secure handling and no spatter burns



The Product - Key Features



Fast

Reduces standard cooking time by 30-50% by holding in the steam, juices and heat to cook foods faster



Clean

Locks in the mess, cooks and browns without sticking, no splashes, splatters or pans to clean, leaves the oven spotless



Versatile

Good for roasting turkeys, chicken, beef, pork, fish and vegetables



The Customer

- Busy parents
- “Millenniums “ adopting home cooking style
- Small households
- Food service industry





Place

Chilled / Frozen section at retailer





A world of options

A range of delicious options that go straight to the oven in the package for a simpler and healthier way of cooking.

- Various serving sizes.
- Suitable for personal or family meals.
- Fit every day or special occasions.
- At home or on the go.

A world of options



A world of options



A world of options



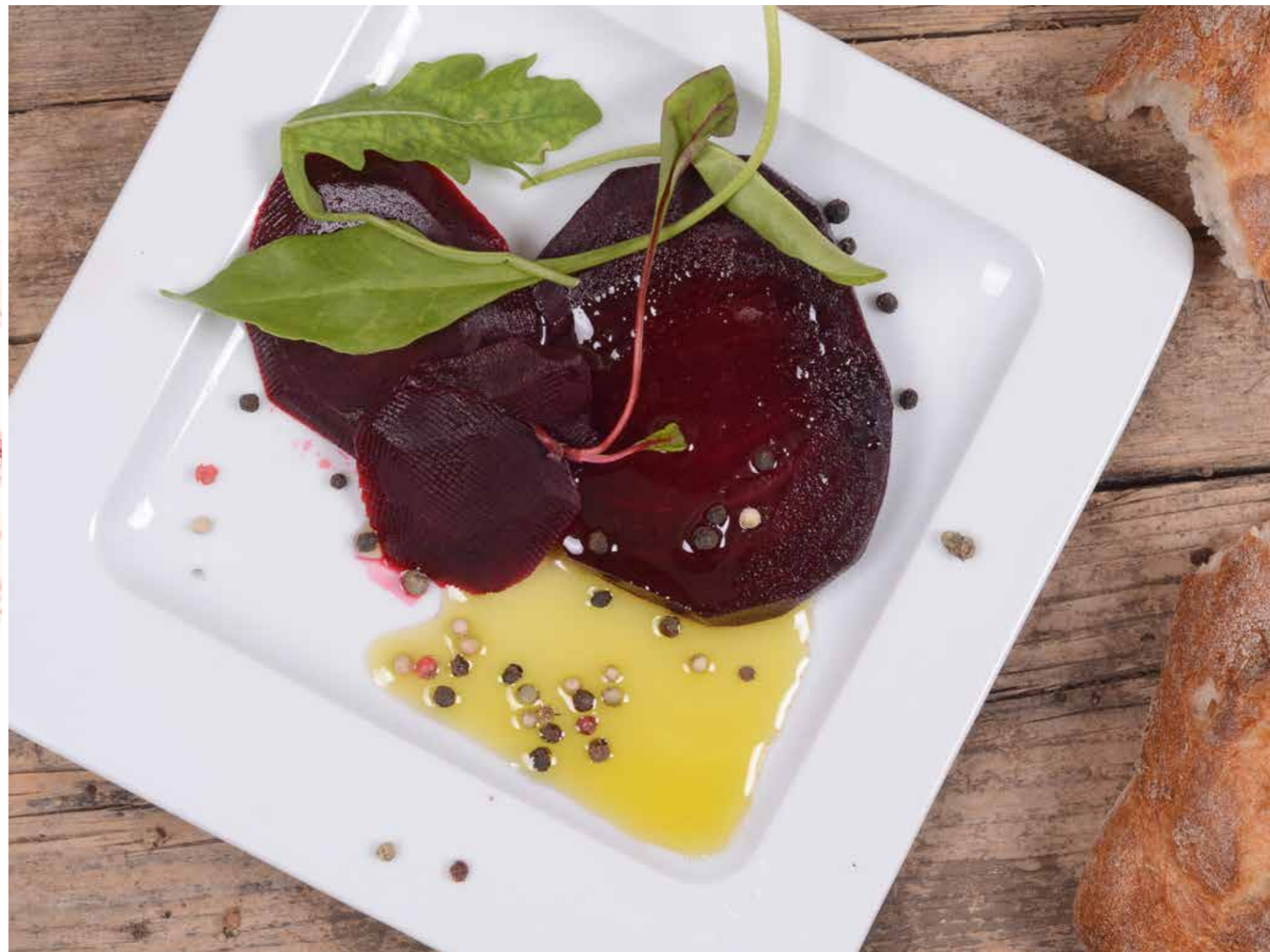
A world of options



thermoCook
Easy and Healthy One Touch Oven Cooking

PLASTOPIL

A world of options





Thermo Cook - A world of options

