

April 2016

Making it easier to say cheese!

Emmi's "**All In One Fondü**" concept is a ready-to-eat cheese fondue contained in a microwaveable metal bowl with an easy-peel opening made of aluminium foil. The highly original Consumer Convenience aspects of this pack enabled it to win an Alufoil Trophy 2016 in that category for the **Ardagh Group** and **Ancor Flexibles**.

As simple preparation of meals has become a more and more important trend for today's consumers, "All In One Fondü" allows for an easy, quick and clean preparation of a cheese fondue at any time, say the companies.



"This concept is a clever combination of a number of packaging elements to create a highly original product," explained head judge, Louis Lindenberg, global packaging sustainability director for Unilever. "Fondues can be time consuming and messy due to the complexity of setting them up. But here we have a product where all the packaging works together to make the concept work. The alufoil lid is a core element. And even the tea light holder is alufoil!" he added.

The new packaging concept was developed through co-operation between Ardagh Group, the University of Twente (Netherlands), the food packaging and engineering consultant Foodatelier (Netherlands) and the European dairy producer Emmi.

"It is very encouraging for Ardagh and Ancor to receive this award," says Bruno Mucciolo, marketing manager at Ancor's high performance foil business unit. "The "All in One Fondü" concept is a great example of packaging improving consumer convenience, and Ancor is pleased to be able to contribute an alufoil lid robust enough to stand up to retort processing, yet easy to open for consumers."

Martin de Olde, marketing manager at Ardagh's Metals Europe, added, "This is a great recognition of our efforts to address the fundamental needs of our customers, such as easy and convenient ways to consume their products."

The alufoil lid comprises Ancor Flexibles' AluFix® Retort Pro membrane, which is part of Ardagh's convenient lid system Easy Peel®. The membrane is sealed onto a metal ring, allowing an easy, safe and quick opening while guaranteeing a safe closure of the bowl. It is a key element to provide the highest product protection and a long shelf life.

To prepare the "All In One Fondü" the bowl is first heated in a microwave or traditional oven and kept at the right temperature with a tea light in a specifically designed can holder. The fondue can be directly eaten from the bowl.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also gave an award for Overall Excellence. For 2016 there were 11 winners.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures, alufoil semi-rigid containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.