

**April 2016**

## **Fresh take on pre-cooked meats**

**Constantia Flexibles' Ofen-Fleischkäs' – ready for baking @ home**, an alufoil container system, designed and manufactured for Rehm Ofen-Fleischkäs, has been awarded an Alufoil Trophy 2016 in the Consumer Convenience category. The all-aluminium foil container and lid have been specially designed for these pre-cooked meat preparations to enable easy and convenient baking directly in the packaging.



The aluminium foil tray has a double function, on one side it protects the product throughout its shelf life, on the other it serves as baking tray for food preparation in the oven. It has been developed for German consumers who like to eat freshly baked Fleischkäs' at home, says the company.

Speaking about the award, head of the judging panel Louis Lindenberg, global packaging sustainability director for Unilever, said, "This pack has a number of advantages for the consumer. It is easy to transport, store and prepare. It is hygienic and our tests showed the product is easy to remove after preparation. The aluminium foil is the major packaging element, enabling a freshly baked product while offering barrier protection, a long preservation period as well as the conductivity."

Due to the barrier properties of aluminium foil the pre-cooked meat preparation has a shelf life of up to 2 months if stored in a fridge. Preparation is extremely easy and convenient, after removal of the easy peel foil lid the aluminium tray is placed in the oven. Additionally, the practical pack size of 220g offers versatile options of application and customers can choose between nine different varieties, says Rehm.

On hearing of the award Richard Berres, regional sales manager at Constantia Aloform said, "Winning an EAFA Trophy with the Ofen-Fleischkäs' – ready for baking @ home in the Consumer Convenience category confirms that aluminium foil containers are an excellent solution for modern, functional and convenient consumer packaging. The consumer gets a fresh and delicate meat product, with very simple and quick preparation."

Because the aluminium foil container and lid are fully protective and easy to use the other packaging element, the cardboard sleeve can be devoted entirely to corporate branding, marketing and cooking instructions for consumers. The silver alufoil container increases the value perception of the product through haptics and design, say the manufacturers.

*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](http://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.*