

# Stay Fresh Packaging



REDUCING IN-HOME FOOD WASTE, EFFORTLESSLY <sup>TM</sup>

# OVERVIEW

- Freshness is important to shoppers and consumers. It is synonymous with quality. **Stay Fresh Packaging** significantly extends the in-home freshness life for perishable products. Retailers can claim **"What you buy fresh, stays fresh"™**
- Most households waste about a third of the food they purchase\*. Reducing Food Waste is the #1 topic consumers are concerned about with respect to sustainability. It scores significantly higher than sustainable packaging.\*\* Consumers are looking to Retailers to offer a solution. **Stay Fresh Packaging** is the first commercially viable option to significantly reduce in-home food waste with no consumer effort.
- **Stay Fresh Packaging** is the perfect replacement for "Best by" dates. When consumers are left to judge when their produce, bread, meat and milk are no longer good for consumption, less product goes to waste. With **Stay Fresh Packaging**, the extended freshness cycle potentially avoids any waste. Consumers save money, help the environment and avoid the anxiety of dealing with "Best by" dates.
- [\\*https://www.forbes.com/sites/lanabandoim/2020/01/26/the-shocking-amount-of-food-us-households-waste-every-year/?sh=29499f2d7dc8](https://www.forbes.com/sites/lanabandoim/2020/01/26/the-shocking-amount-of-food-us-households-waste-every-year/?sh=29499f2d7dc8)
- \*\*Source: The Consumer Curiosity Report; Curious Plot Agency

# Today's Consumers:

- Are trying to reduce their impact on the environment as much as possible.
- Recognize that most food waste they generate comes from products they buy at supermarkets. Reducing food waste is a top concern.
- Expect the food industry and supermarkets to take the lead on a solution.
- Will pay 4% more at a food retailer that supports the environment.
- Will drive up to 11 minutes farther to reach a store supporting the environment.



Source: *Coca-Cola* Retailing Research Council (CCRRC) of North America

<https://www.supermarketnews.com/sustainability/sustainability-ranks-high-consumers-shopping-list-new-report-shows>

# 91% of shoppers

will switch to a supermarket that offers  
**Stay Fresh Packaging**  
for milk, bread, packaged salad, meat.

## REASONS WHY:

**“Extended freshness saves me money, reduces waste”**

\*Survey Monkey: Canada; Primary Grocery Shopper for the Household

Q2: switching behavior: extremely likely 27.5%, very likely 38%, somewhat likely 25.5%

Q5: switchers paying more: 10% more 19%, 5% more 34.5%, 0% more 25.5%

<https://www.surveymonkey.com/results/SM-X8ZBZX3G7/>

# The Problem:

Current Packaging Does Not Meet the Needs of Today's Concerned Consumers

- 20% of bread  
...is wasted in the home



- 25% of produce  
...is wasted in the home



- 20% of milk  
...is wasted in the home



- 21% of meat  
...is wasted in the home



**Sources:** Statista, Research Gate, MDPI Sustainability Journal, EWG, NRDC

Bread and milk are the top 2 most wasted foods in the home (by volume).

21% of meat (average of beef, chicken, pork, turkey) is wasted in the home. Fresh/frozen fish is 40%.

# A Solution:



- Unique, patented packaging
- Delivers the same volume of product in two separately sealed compartments
- The second half **stays fresh** until the consumer is ready to consume it



\*For some produce items, to prevent overripening, the bag will contain small holes to allow ethylene gas to escape

# Food Scientist Facts:



**Roger Clemens, DrPH, FIFT, CFS, FASN, FACN, CNS, FIAFST**

**CFS** | Certified  
Food Scientist®

Presiding Officer, International Academy of Food Science and Technology (2018-2020)  
USC School of Pharmacy, International Center for Regulatory Science

“Multi-compartment packaging reduces food waste, embraces sustainability, ensures food safety, and maintains product quality. Deferring the amount of time before the second compartment is opened reduces the exposure of the contents to air and moisture, hence lowering the likelihood of spoilage due to mold, and helping maintain product quality which naturally declines due to starch degradation.

Your personal active contributions to these environmental and health areas that affect all of us will be evident to shoppers and consumers.”

# A Difference You Can See: Packaged Salads\*



**Current Package**



Serving 3



Serving 4

**Stay Fresh Package**



Serving 3



Serving 4

\*12oz./4 serving bags. Opened and served before Best if Used By date.



# Impact for the Consumer:



*With Stay Fresh Packaging, the **consumer** will*

- **Throw away less** bread, produce, milk, meat, etc. The freshness life cycle from purchase to use **nearly doubles**.
- **Save money**. Extended freshness will more than offset an estimated retail price increase of less than 10%.
- **Reduce in-home food waste, effortlessly**. This addresses consumers' desire to take action on the environment and sustainability.
- **Throw away less plastic packaging**. Over 12 months, up to 20% less packaging.

# Impact for the Retailer:



*Converting Own Brand perishables to Stay Fresh Packaging will:*

- **Increase Shopper traffic.** 91% of shoppers will switch stores to find Stay Fresh.\*
- **Increase Own Brand sales.** Exclusivity vs. National Brands will provide a competitive advantage, more than offsetting cost.
- **Reduce in-store loss** on perishables. Extended shelf life allows for modified Best if Used By dates, also offsetting cost.
- **Delight Consumers** who will appreciate Retailer efforts to **reduce in-home food waste.**

- \*Survey Monkey : Canada; Primary Grocery Shopper for the Household
- Q2: switching behavior: extremely likely 27.5%, very likely 38%, somewhat likely 25.5%
- Q5: switchers paying more: 10% more 19%, 5% more 34.5%, 0% more 25.5%
- <https://www.surveymonkey.com/results/SM-X8ZBZX3G7/>

# Dollars and Cents:



- + *Increased Total Store sales from **New Shoppers***
- + *Increased Own Brand perishable sales from **New Shoppers***
- + *Increased Own Brand perishables share/sales from **Current shoppers***
- + *Reduction in Own Brand food waste cost*
  
- *Increased packaging cost (material, filling, licensing) for OB perishables*

# Dollars and Cents:



- 91% of shoppers claim they will switch to a “Stay Fresh” retailer. **Each 1% represents a \$200MM Gross Margin \$ opportunity.**
- Own Brand milk, bread, packaged salad will incur increased costs for packaging materials, filling and licensing to adopt Stay Fresh. Most store switchers will prefer these OB perishables in Stay Fresh packaging. **Increased sales for your OB perishables will generate Gross Margin dollars to deliver a breakeven outcome.**
- Many of your current shoppers who purchase National Brand milk, bread, packaged salad will switch to Own Brand in Stay Fresh packaging. **This delivers Own Brand gross margin \$ growth.**
- Extended shelf life will reduce in-store loss for OB Stay Fresh perishables. **Savings from reduced food waste contribute to increased gross margin \$.**

# Many Possible Product Categories:



Snack Canister



Cottage Cheese, Sour Cream,  
Hummus, Dips,  
908g Yogurt



Deli Meat/Cheese



Potato Chips



Ice Cream



Milk/Juice



Ground (or whole bean) Coffee

# Validation from Industry Leaders:



*Stay Fresh Packaging addresses two of the most significant consumer identified issues of today; the desire to have product that is fresh and the reduction of food waste, which is both an industry and national problem.*

---Nick Hahn, retired former Director of Corporate Brands, The Kroger Co.

*It's a great idea.*

--Bill Bishop, Recognized as one of the retail food industry's preeminent advisors

*I think the idea is a good one, particularly because of the patents. I certainly agree that food packaging will be enhanced by the idea.*

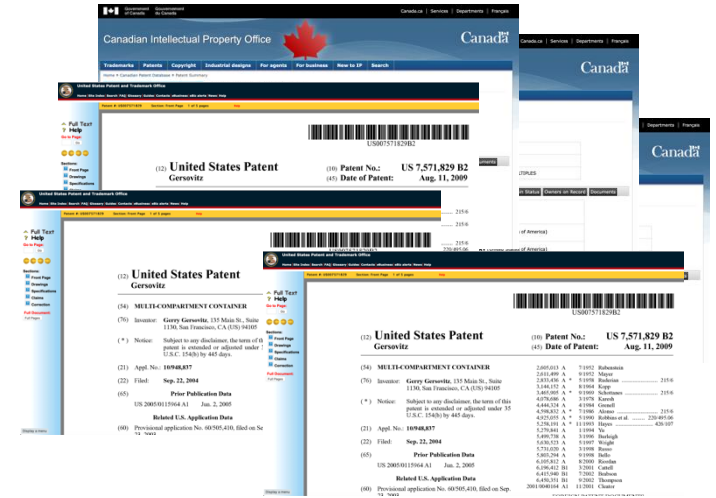
—Frank Tataseo, Executive VP—Clorox

*After reviewing the presentation...I really like your idea and think it is novel and would encourage you to meet and connect with ...*

—Doug Munk, Nestle Center for Marketing Excellence

# Canadian Patent Information

Issued  
2,737,981  
3,029,016



# Trademark Information



# The Stay Fresh Team



## **Gerry Gersovitz**

Gerry successfully introduced several new products while holding senior level marketing positions with consumer-packaged goods companies (CPGs). He also founded 2 Marketing Services companies developing co-merchandising programs with virtually every major CPG in food & beverage plus every major food Retailer. Gerry is the inventor and developer of Stay Fresh Packaging. He is also a former board member of the Berkeley Ecology Center.



## **Milan Turk Jr**

Milan Turk Jr, is a Strategic Advisor and Investor in Stay Fresh Packaging. He retired from Procter & Gamble in 2020 as Vice President, Global Sales Innovation focusing on the Future of Shopping, the Future of Selling and the Future of Retailing. In his 36 year career with P&G, he had responsibility for P&G's network of seven shopper innovation centers around the world, managed many customer accounts and led P&G's commercial data & analytics efforts. Many of the solutions he worked on involved collaborations with industry groups & academia.



## **Nick Hahn**

Nick led the Kroger Store Brands Team at The Kroger Co. until his retirement. His 38 years at Kroger included involvement in merchandising, manufacturing, marketing and procurement. Nick was elected to the Private Label Hall of Fame and has done consulting with the Private Label Manufacturers Association. Additionally, he has been involved with a number of industry councils and organizations.



## **Carolyn Cotter**

Carolyn is a CPA and holds an MST. She has worked with pre-revenue companies in their startup phase and has also advised on a number of M&A transactions.

Her experience with a public accounting firm and their Advisory Group included working with investors, completing transactions and advising emerging and middle market companies.



## **Steve Frenda**

Steve is a co-founder of the Path to Purchase Institute which is widely respected by Retailers and CPGs for bringing new insights into shopper behavior and providing guidelines for developing effective customer engagement. His industry influence is validated by the huge following he enjoys as a blogger, author and speaker.



## **Dr. Mark Lang**

Dr. Mark Lang is a food marketing expert who has been a university professor for the past ten years. He was a food marketing executive for 20 years prior to academia, including Director of Marketing at Publix Supermarkets. Mark actively consults to the food industry and participates in numerous meetings, boards, and events.



# Our Proposal:



- License Patents for Stay Fresh Packaging to Retailers and their packaging vendors.
- The investment credit program rebates the cost for equipment needed to change the filling lines to accommodate Stay Fresh packaging.
- We will provide molds and dies. Stay Fresh Packaging can be made from sustainable materials.
- Packaging will carry a patent statement and have a small Stay Fresh logo (similar to Intel on Dell computers).
- We will be launching Stay Fresh with a multi-media campaign that will drive awareness and traffic to your stores.

# Shopper Messaging:



REDUCING IN-HOME FOOD WASTE, EFFORTLESSLY™

**ABC STORES** NEW STAY FRESH PACKAGING!  
Available at select stores.  
**Fresh food. Low prices.**

We know how important freshness is to you, which is why our milk now comes packaged in a Stay Fresh container – the second half stays fresh until you're ready to use it.

2% reduced fat milk (2.0% ONE GALLON (3.78L))

2.49 WITH CARD gallon

RETAILER 2% Reduced Fat Milk, 1 gallon

Stay Fresh packaging is also available for our bread and our bagged salad.

1.49 WITH CARD ea

ABC STORES White Sandwich Bread, 20oz.

1.99 WITH CARD ea

ABC STORES Classic Garden Salad, 12oz.

Stay Fresh packaging is available *exclusively* at

**ABC STORES**



**STAY FRESH**  
2 packages in one

- Stays Fresh Longer
- Saves Money
- Reduces Food Waste

ONLY AT **ABC STORES**

**STAY FRESH**  
2 packages in one



# Suggested Next Steps:



- Validate the Stay Fresh potential for your business
- Design a test market plan



**Stay Fresh Packaging**  
**182 Howard Street, #5**  
**San Francisco, CA 94105**  
**(415) 971-0010**

[gerryg@stayfreshpackaging.com](mailto:gerryg@stayfreshpackaging.com)

[www.stayfreshpackaging.com](http://www.stayfreshpackaging.com)

<https://www.linkedin.com/company/stay-fresh-packaging/?viewAsMember=true>

- Stay Fresh Packaging is an environment first company, focused on providing cost efficient packaging that extends food life and reduces in-home food waste, effortlessly.

- Supporters of:



**SAVETHEFOOD.COM**

Note: Stay Fresh Packaging and 2P1, LLC are not affiliated in any manner with the Natural Resources Defense Council (NRDC) or ReFED.