

Turkey stand-up pouch a real winning stand-out

While Canadians and their American neighbors to the south may celebrate their Thanksgiving holidays during different months of the fall season, there is little to choose from between their long-enduring affection for a perfect turkey dinner to celebrate the occasion in style.

And thanks to an innovative new package developed last year in the U.S. for one of Canada's leading poultry processors, serving up a veritable seasonal feast for the eyes and tummy has never been easier.

Produced by the Edmonton-headquartered **Lilydale Inc.** at its central turkey-processing plant in Abbotsford, B.C., the company's pre-basted, pre-seasoned **Roast & Boast** whole-turkey roast first shot to stardom a few months ago during the **2007 Canadian Grand Prix New Product Awards** competition by taking the top prize in the contest's Deli, Meat & Seafood category—with innovative two-part packaging construction and design attracting the lion's share of the judges' accolades.

Manufactured by the **Curwood, Inc.** division of the Oshkosh, Wis.-headquartered packaging group **Bemis Company, Inc.**, the outer package is an eye-catching, eight-color stand-up pouch—outfitted with reinforced die-cut handles to make it easy to carry home from the store—featuring a picture-perfect cooked turkey on the front of the package and simple, four-step cooking instructions on the back, with the patented **IntegraScore** tear-path feature facilitating easy removal of the packaged bird.

Inside the outer pouch, the turkey is packaged in an innovative **Lilydale Roasting Jacket**—produced by the

Schuylkill Haven, Pa.-based **M&Q Packaging Corporation**—that enables the turkey to go straight into the oven from the freezer without any thawing or preparation, while effectively sealing in the moisture to maintain optimal tenderness and juiciness.

Complemented with a timer inserted inside the turkey that pops out when it's done, the fast-selling **Roast & Boast** packs wowed the 32-person judging panel—comprising professional chefs, nutritionists, grocery execs, etc.—with effortless ease-of-preparation and carryout convenience, according to Lilydale's marketing vice-president Lindsay Dunn.

“By utilizing innovative packaging, we're able to provide consumers with a delicious food choice that fits their ever-changing needs for health and convenience,” Dunn states.

“We call it ‘the perfect turkey made easy,’” says Dunn, adding that the enthusiastic market response to **Roast & Boast** already has the company planning to expand the brand with the launch of a stuffed-turkey version.



Innovative two-part packaging played a key role in helping Lilydale's recently-launched **Roast & Boast** turkey pick up one of the top prizes in the 2007 Canadian Grand Prix New Product Award competition.