

FOOD&DRUG[®] packaging

APRIL 2005

SINGLE SERVINGS COME TO DOOR IN POUCHES

A San Francisco-based company is offering gourmet home-delivered meals, with each course prepared and packaged separately in flexible packaging.

Wally's Food Co. sells single-serve dishes such as cracked crab with green-tea noodles and pears poached in red wine. Although home delivery was the only sales venue at press time, the company plans to expand into upscale retail outlets.



Packaging, by Philippe Becker Design, comprises a plastic bag with a paper tag. The product name and ingredients are listed in pressure-sensitive labels hand-applied to front and back. ●