



Helped launch  
**FLiNG**, a premium  
meal kit salad



Ensured salads  
are as fresh as  
the day they  
were packed



Tailored micro  
perforation to match  
the ingredients'  
respiration rates

# NATURE'S WAY FOODS // PRESERVING FRESHNESS AND TASTE TO PACKAGE VARIETY WITH FLAVOUR!



## NATURE'S WAY FOODS

Nature's Way Foods is a UK-based specialist supplier of bagged salads, leafy salad bowls, coleslaw and potato salads, dressed salads and food-to-go products to major retailers and food service companies. For the launch of a new range of prepared salads, it was looking for a packaging solution that could cater to the freshness and flavour of a variety of leaves and dressings.

For more information:  
[www.natureswayfoods.com](http://www.natureswayfoods.com)

## FRESH TASTES

Lunch can be dull. But, through the exotic flavours of countries around the world, consumers are finding they can escape the same old lunchtime routine. It was to meet this need that Nature's Way Foods developed a new range of fresh and convenient pre-packaged salads.

"We believe that Salad can tantalise the taste buds", says Ciara Whitehead, Chief Commercial Officer at Natures Way Foods. "Our Brand ethos is about offering consumers excitement, flavour and a convenient nutritious meal solution. FLiNG is more than a bit on the side!"

## MIXED INGREDIENTS POSE A CHALLENGE

In the market of highly perishable produce, packaging has to do more than hold the product. It has to maintain an atmosphere that slows respiration and prevents spoiling. This is a challenge every supplier faces. But Nature's Way Foods faced yet another.

Every pack of the new FLiNG salads combines fresh ingredients and garnishes to recreate the flavours of countries around the world. This mix of leaves, vegetables and garnishes can have vastly different respiration rates and might spoil at very different times.

The challenge for Nature's Way Foods, then, was maintaining the freshness, preserving the nutritional values and increasing the shelf life of every pack. No matter the variety of the ingredients inside.





## THE AMCOR SOLUTION

Fully printed, laser-perforated packaging with Amcor's [P-Plus](#) technology. Plus, a pattern applied anti-mist to ensure product clarity without affecting the hermetic seal of the bag.



## THE PERFECT MIX

Fortunately, a blend of innovative Amcor packaging technologies offered a solution. By applying the knowledge and experience of our expert food scientists, we worked with Nature's Way Foods to develop packaging that is optimised to reduce spoilage and waste.

It meant tailoring the level of micro-perforation of Amcor's P-Plus solution to match the complex range of ingredients in a single pack of FLiNG salad, making considerations for sensitivity to oxygen and carbon dioxide and ensuring the right level of permeability in the packaging. This last part was especially important. A wrong level of permeability can decrease shelf life through discolouration and loss or change of taste.

**British households throw away 40% of bagged leafy salads every year.**

Wrap, 2017

## ON THE SHELVES

With the packaging preserving FLiNG salads, it was time to hit the shelves. Nature's Way Foods launched the premium meal kit salad with confidence that the customer was always getting the freshest lunch. And, with superior organoleptics, this was ensured right to end of shelf life.

In the fresh food-to-go area of a supermarket, it's common to see a hit and miss approach to laser perforation – and that can really damage a brand's reputation and lose them repeat business. Nature's Way Foods was not willing to take that risk.

With expertise from Amcor and our food scientists, however, Nature's Way Foods has been able to successfully launch FLiNG. The collaboration meant that there was exceptional confidence that the bespoke packaging will preserve taste and appearance for as long as it's on the shelf.

## ADDITIONAL CONTENT



Find out more about our Fresh Produce solutions  
[www.amcor.com/products/food/fresh-produce/emea](http://www.amcor.com/products/food/fresh-produce/emea)

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