



**REDUCING IN-HOME FOOD WASTE, EFFORTLESSLY**

*(see page 8 for issued patents)*

# Today's Consumers:

- Are trying to reduce their impact on the environment as much as possible.
- Waste about a third of the food they purchase\*. Recognize that most in-home 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>

\*<https://www.forbes.com/sites/lanabandoim/2020/01/26/the-shocking-amount-of-food-us-households-waste-every-year/?sh=29499f2d7dc8>

# SOLUTION

- retailers convert Own Brand packaging to Stay Fresh 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
- the consumer throws away less product



**83%\* 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”**

**\*The number in Canada is 91%.**

\*Survey Monkey: Shopped for groceries during the last 30 days  
Q2: switching behavior: extremely likely 18.8%, very likely 28.6%, somewhat likely 35.9%  
Q5: switchers paying more: 10% more--20%, 5% more--36.7%, 0% more--27.8%  
<https://www.surveymonkey.com/results/SM-X3MYGQTB7>

For Retailers, each 1% growth in market share represents \$1.5B annual Gross Margin.



# 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.”

\*Dr. Clemens is a recognized expert in food safety and toxicology, food processing, pediatric nutrition and probiotics. Dr. Clemens has authored or co-authored over 160 publications and has been interviewed by the news media over 500 times.

# Many Possible Product Categories:



Alternative Milk Products



Cottage Cheese, Sour Cream,  
Hummus, Dips,  
32 oz. Yogurt



Potato Chips



Ice Cream



DeliMeat/Cheese



Ground Coffee, Peanuts

# Stay Fresh Product Categories

## **TIED BAGS**

bread, bagels, English muffins, buns, in-store bakery

## **PRESS'N'SEAL BAGS**

bagged salad, potato chips, tortillas, marshmallows, natural cheese, cream cheese, sandwich thins, sliced cheese, deli meats, produce(f & v), in-store deli

## **CANISTERS**

**SNACKS:** potato chips, pretzels, granola bar bites, cereal, peanuts, sandwich crackers, bite sized cookies/crackers, fruit snacks, meat snacks, candy, infant snacks/puffs

**CULTURED DAIRY:** cottage cheese, sour cream, 32oz. yogurt

**OTHER:** powdered beverages (lemonade, tea, cocoa), coffee, powdered creamers, infant formula powder, dried fruit, ice cream, spices

**NON-FOOD:** cleansers, paints, wipes

## **BOXES**

cereal, crackers, mixes (pancakes, baking), cookies

# Stay Fresh Product Categories

(cont'd)

## **TUBS**

ice cream, spreadable cream cheese, hummus, butter,  
cut fresh fruit/vegs/cheese squares, spices  
infant formula powder, baby cereal, wipes/towelettes

## **TRAYS**

salad greens, ground beef/chicken breasts/fish fillets, sliced deli meats,  
sliced cheese

## **BEVERAGE CARTONS**

milk, orange juice, coffee creamer, fruit drinks, alternative milk products

## **JUGS**

milk, fresh juice, fruit drinks, tea, coffee



# IP

## Patents

U.S. (3):

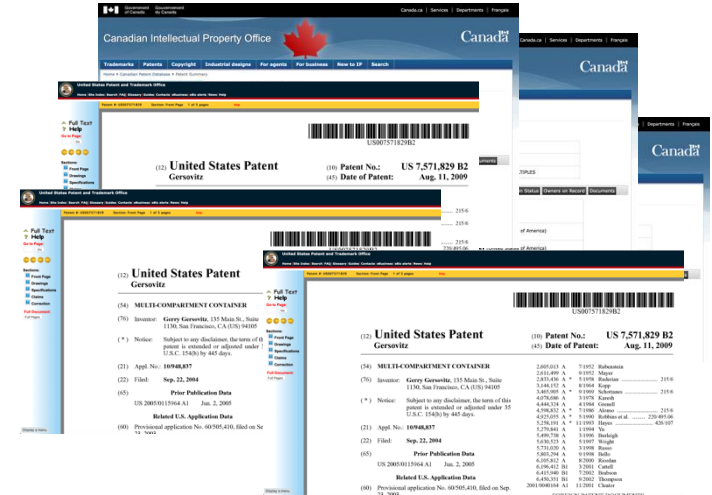
Issued  
8,915,395  
10,407,214  
11,230,411

Canada (2):

2,737,981  
3,029,016

U.S. (1):

Pending  
18/371,407  
(20240083628-A1)



## Trademarks

U.S. (2): 87/871,242/  
87/871,286/





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<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.