

the rotisserie chicken market continues to heat up

Consumers, confronted with less free time to prepare traditional in-home meals, continue to turn to retail grocers to provide convenient and flavorful meal solutions. As a result, sales of rotisserie chickens in supermarkets and membership stores continue to soar.

According to the National Chicken Council, rotisserie chicken sales have grown between five and ten percent annually over the last ten years, or double the rate of the overall chicken market. An estimated 750 million rotisserie birds were purchased by consumers in 2005.¹

Make A Good Thing Better

Unfortunately, the same warm, flavorful juice that consumers desire in rotisserie chicken can also create real problems for retailers and consumers alike.

Excess juice in store-packed rotisserie products can leak onto retail displays, floors, grocery carts, checkout aisles, car seats, refrigerators and kitchen counters, thus creating unnecessary safety, health, and consumer satisfaction issues.

Introducing UltraZap RoasterPak

Paper Pak Industries, the largest manufacturer in North America dedicated solely to the production of absorbent mediums for the food industry, now offers retailers an ideal way to improve the safety and appearance of rotisserie chickens.

UltraZapRoasterPak is an absorbent food pad designed to trap the free-flowing juices found in packages of rotisserie chickens.

UltraZapRoasterPak absorbent food pads offer several important features and benefits:

- Improves the shelf appeal of rotisserie chickens and reduces the danger and inconvenience of leaking packages
- Polymer based top and bottom layers plus a highly absorbent, strong cellulose core lock in moisture
- Sealed sides eliminate any tearing or separating, even under pressure
- Subtle, black food pad is microwave safe



Consumers Prefer Packages with Absorbent Pads

Market research has indicated that 90 percent of consumers recognize absorbent food pads' value for controlling excess fluids and natural juices.² Shoppers appreciate the important benefits provided by absorbent food pads:

- Prevents juices from leaking outside the package
- Keeps perishable foods fresher and cleaner
- Eliminates mess in grocery carts, bags, cars, and at home
- Enhances overall appearance of packaged fresh foods
- Improves customer satisfaction

PAD SIZE	PAD WEIGHT	ABSORBENCY	PADS PER CASE	CASE DIMENSIONS	CASES PER PALLET	CASE WEIGHT	CASE CUBE
5.25" x 8.0"	11.6 grams	110 grams	1,200	24.5" x 17" x 12"	30	32.9 lbs.	2.89

improving consumer satisfaction one package at a time

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¹ Source: National Chicken Council ² Source: Insight Express Household Shoppers Panel, February 2004