

Les Twists

freshest taste – perfect texture

Sauces and liquids are in the lids

Main components are in the cups/bowls

I. Status

- Patent holder is licensing the cup + processing know-how / technology
- Patented for Europe, North America, Israel
- Multiple licenses possible (by application/cup type, market/channel, or territory)
- Chilled and frozen applications
- Retail and foodservice sizes

II. Package Formats



Example: Cereal Application

III. Materials, Shelf-Life & Preparation

	Chilled	Frozen
Cup & Lid Material	PP	PP
Cup Process	Injection molding	Injection molding
Shelf-Life	6-8 weeks	18 months
Preparation	Heat, then twist lid*	Heat, then twist lid
Comments	<ul style="list-style-type: none"> • Longer shelf-life than traditional chilled products • Product quality is maintained from date of production thru end of shelf life • Sauce deposited after heating means absolutely “freshest” taste and texture 	<ul style="list-style-type: none"> • Can be eaten 1+ weeks after defrosting vs. 1-2 days for traditional frozen products • Sauce deposited after heating means absolutely “freshest” taste and texture

*For cold applications (yogurt/cereal, etc.), twist the lid to deposit the liquid.

IV. Estimated Packaging & Equipment Costs

Costs for the cup / tub, lid, film, and printed band are estimated at \$.20, but can be reduced substantially with large quantities. Standard sealing equipment will be required and its cost will depend on output requirements.

V. What are Twists and why are they different and better?

- Hand-held microwave cup – single serving or larger
- Separate compartments for principal component and sauce
- The components are mixed only seconds before microwaved for 2 minutes (only for hot products)
- Extremely consumer-friendly: consumer twists lid, microwaves, disposes of lid and eats
- **Final product out of the microwave has superior taste and texture than other products in which the contents are comingled at production**

VI. What is the value proposition?

Twists deliver significant taste and texture advantages over other hand-held cups and similar products, with no actions required of the consumer other than placing the cup in the microwave, twisting the lid, and eating.

- Wide range of flavors to appeal to all family members / virtually unlimited recipe potential
- Unique to the market
- Ingredients are kept close to their original, healthy, and fresh form

- More convenient than competitive products
- A platform for line extensions, new brands, ethnic flavors, etc.

II. What is the competitive edge?

Twists are unique because the components are separated until the last few seconds before being eaten by the consumer. **As a result, no other product offers “freshest” possible taste and perfect texture.** There are no competitors with comparable products in terms of:

Ease of preparation | Convenience | Great Taste | Great Texture | Range of Applications

III. Technical aspects

Packaging

- The Cup and lid are in PP
- Variety of shapes and capacities are possible

Industrial equipment

- Dosing and filling equipment
- Thermal sealing machine for plastic film

Processing

- One or more production lines depending on capacities and volume requirements

IV. Patents & licensing

Terms of the patents are 13 years. There are several possible licensing scenarios:

- By application (e.g., for pasteurization or frozen)
- By type of contents (e.g., cold, hot, dessert...)
- By market or channel (e.g., for retail or foodservice)
- By territory (e.g., for North America)
- ...exclusive or non-exclusive

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