DuPont Teijin Films® Introduces:

MYLAR® STEAM COOKING POUCH

AN UNPARALLELED MICROWAVE STEAM-COOKING SOLUTION

www.DupontTeijinFilms.com
INTRODUCTION

DuPont Teijin Films™, a global leader in providing safe food packaging for over 50 years, is excited to introduce the patented MYLAR® STEAM cooking pouch. The MYLAR® STEAM cooking pouch is uniquely designed to deliver:

- Safety You Can Trust
- Unmatched Convenience
- Superior Quality, Taste and Texture
- Support for a Nutritious Lifestyle

SAFETY

The MYLAR® STEAM cooking pouch design leads the industry in both safety and sustainability. Our technology is recognized for meeting the most stringent regulatory standards and providing consumers with unparalleled safety features — all while delivering a sustainable packaging solution.

Innovations:

- FDA, CFIA and EU compliant
- MYLAR® PET construction for microwave safe and high temperature cooking
- BPA free
- Safe for microwave cooking with oils, salts and sugars
- Self-venting feature and “cool-to-the-touch” packaging for reduced risk of burns
- Tamper evident packaging
- Designed to provide optimal shelf-life for fresh vegetables
- Ability to be designed with 30% Post Consumer Recyclable Materials
- Significant packaging reduction using 1 mil monoweb film vs. thick laminate structures
- Recyclable, 100% PET construction*

*Check with local and county authorities for information on recycling facilities in your area.
CONVENIENCE

MYLAR® STEAM cooking pouch is the pinnacle of convenience, offering consumers an easy way to prepare, steam, and serve fresh vegetables. With the ability to season vegetables to taste, the cooking pouch enables consumers to create endless flavor profiles.

Innovations:

- No preparation, washing, or cutting up of vegetables
- No pre-cook or blanching required
- Ability to season to taste, and create heart-healthy or indulgent recipes
- Very short cook times: 1–3 minutes vs. 10 minutes in home steamer
- No clean up
- Fast and simple for any meal including lunches and snacks
QUALITY

The MYLAR® STEAM cooking pouch is designed with superior quality in mind. Our unique packaging preserves fresh vegetable quality from harvest to plate and provides consumers with the same high quality steam cooking experience every time, ensuring superior taste and texture.

Innovations:

• Perfectly steamed and evenly cooked vegetables
• Never mushy like frozen vegetables
• Allows consumers to customize degree of doneness as desired
• Ideal cooking method for bi-density vegetables such as broccoli
• Ability to season vegetables to taste — no artificial ingredients from pre-seasonings
• Packaging is customized for each specific vegetable to extend shelf life
• Excellent clarity and anti-fog properties provide superior shelf appeal
• Patented zipper and steam vent technology

EXPERT RESEARCH CHEF EVALUATION

Testing based on a 7 point scale where 1 is “Poor” and 7 is “Excellent.”
NUTRITION

The MYLAR® STEAM cooking pouch is created to support consumers’ healthy lifestyles. By providing a convenient way to eat and season vegetables, the steam pouch enables consumers to make better food choices.

Innovations:

- Gentle steam heating preserves the superior nutritional value of fresh vegetables
- Quick and easy, making it possible to incorporate vegetables into any meal or snack
- Expands consumers’ horizons to a wide variety of vegetables
- Ability to season to taste, create heart-healthy recipes and manage dietary restrictions
- Provides a delicious option the whole family can enjoy, from kids to grandparents
To capture a nationwide response to the MYLAR® STEAM cooking pouch concept, DuPont Teijin Films™ launched a 12 question online survey. Individuals who purchase fresh vegetables at least once every two weeks were able to complete the survey. Among the 2,066 completed responses, the ability to season to taste was a big hit and participants felt the cooking pouch would expand the variety of vegetables they serve.

**FOCUS GROUP FINDINGS**

DuPont Teijin Films™ commissioned three focus group sessions to capture consumer insight around fresh vegetables and the MYLAR® STEAM cooking pouch. Choosing from broccoli, cut sweet potatoes, kale, or carrots, participants seasoned and cooked their desired fresh vegetable according to instructions provided, then evaluated the product for appearance, taste, and texture.

**MORE INFORMATION IS AVAILABLE UPON REQUEST**
THE MYLAR® STEAM COOKING POUCH IS THE CLEAR WINNER!
ENGINEERED FOR SAFETY WHILE OFFERING UNMATCHED
CONVENIENCE, SUPERIOR TASTE AND TEXTURE!

MYLAR® STEAM cooking pouch will differentiate your brand in the produce section by offering consumers the quality and convenience they desire. This cooking pouch not only extends the shelf life of fresh vegetables, but enables consumers to expand the variety of vegetables they typically serve. With no preparation, the ability to season to taste, fast cook times and no clean up, MYLAR® STEAM is the ultimate convenience solution for fresh vegetables. DuPont Teijin Films™ is dedicated to creating safe products for customers and consumers alike. Our BPA free cooking pouch is approved for high temperature microwave cooking — even with oils, salts and sugars — and is cool to the touch once heated. So easy to use, MYLAR® STEAM is great for kids and those with no cooking experience. MYLAR® STEAM cooking pouch brings safety, convenience, nutrition and outstanding quality to your brand.

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