

# consumers prefer packages with absorbent food pads

Eye-appealing meat, poultry, seafood and produce packages that are free from excess juice – coupled with clean display cases – drive purchases and consumer satisfaction in retailers' perishable departments. A recent market research study confirms 85 percent of shoppers prefer an absorbent food pad in their packaged perishable foods.<sup>1</sup>

Consumers understand the important role that absorbent food pads play in the overall shopping experience:

## Consumers Prefer Food Pads

85% of shoppers prefer to purchase packages of fresh meat, poultry, and seafood that include an absorbent food pad.

## Why Are Food Pads Used?

More than 90 percent of consumers recognize absorbent pads' value for controlling excess fluids and natural juices. Shoppers appreciate absorbent pads for their important benefits:

- 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

## Pads Add Value at Home

74% of consumers noted that absorbent pads prevent juices from leaking on the kitchen counter, floor, or in the refrigerator once the package has been opened. 54% of consumers believe that absorbent pads keep meats from clinging to the foam tray.



## Consumers Recall Pad Use

92% of consumers noted that the pre-sealed packages of meat and poultry that they recently purchased included an absorbent food pad.

## Consumers Voice Their Opinion

"I believe it helps to keep the meat looking healthier and neater...and more appealing to the purchaser."

"It gives me a sense of security, that the meat or poultry is fresh. I feel that it is cleaner."

"It is much neater with a pad, especially after I open the package, less leaks."

"I believe it keeps a cleaner and neater package and keeps some freshness within the product."



<sup>1</sup> Source: InsightExpress® Household Shoppers Panel, February 2004

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