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COVERING FRESH PRODUCE AROUND THE GLOBE SINCE 1897

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Supreme Cuts debuts 'steaming bag' packaging

Supreme Cuts, a distributor of fresh-cut produce products based in Mahwah, NJ, introduced a "steaming bag" packaging for three of its popular products.

The first three Supreme Cuts products available utilizing this new steaming bag packaging technology are snapped green beans, wax beans and rainbow medley, a mix of yellow and green beans with carrots.

The products steam perfectly in the microwave in minutes, making them an easy way to get the benefits of freshly steamed vegetables, which have been proven to preserve nutrients and are a great option for healthier meals.

The new Supreme Cuts steaming bag products will be available in supermarkets and other retail outlets throughout the country.

Steam cooking is a desirable way to cook fresh vegetables for the significant benefits in terms of both taste and nutri-

tional value. Not only does steaming lock in the flavor of fresh vegetables, but steam cooking results in water-soluble vitamins being retained by 70 percent — making microwave steam cooking in this new packaging an easy way to enhance nutrition and preserve the vitamins of cooked vegetables.

"We wanted to make it as easy as possible for people to enjoy the taste and added nutritional benefits of fresh steamed vegetables," Merle Axelrod, president of Supreme Cuts, said in a press release. "Now, in addition to the convenience of pre-cut fresh vegetables that save time in the kitchen, people can experience the health benefits of steam cooking freshly snapped vegetables with the ease of their microwaves and this exciting new cooking technology."

The Supreme Cuts line of steaming bag pre-cut vegetables utilizes technology that

allows the product to steam via its special microperforated bag and unique cooking strip within the film. This method, which requires no piercing or tearing of the bag, locks in the flavor and vitamins of the vegetables to maximize their taste and nutrients.

Microwave steam cooking sealed bags of Supreme Cuts vegetables prevents both taste and vitamins from escaping during the cooking process, thus providing a major advantage over both the traditional boiling method and other products that may require piercing or tearing of the bag while cooking.

Supreme Cuts products are located in the fresh produce departments of supermarkets nationwide and have an extended shelf life of up to two weeks.

The products are packaged in 12-ounce bags, with a suggested retail price of \$2.49 to \$2.99.

