

design trends

Easy-open cans streamline meat spreads

France's ready-made meal producer William Saurin has launched a new line of meat spreads called Délice Confit for its affiliated Paul Prédault brand in easy-open, easy-to-dispense-from cans. Provided by Crown Food Europe, an affiliate of **Crown Holdings, Inc.** (www.crowncork.com), the gold cans are sleeved in a custom, decorative paperboard carrier and each contains 125-g of pâté and meat spreads in chicken, duck and pork-liver flavors.

The steel cans maximize consumer convenience with their advantages. Crown developed the cans with a wide-mouth end and "necked-out" shape that's suitable for

terrines, pâtés, rillettes, tuna slices and other similar

products. The cans also feature Crown's Eole-III™ easy-open ends in a new 73-mm size. This diameter enables compatibility for the first time between a 125-g can and easy-open technologies, which include Eole™ ends and PeelSeam™ peelable lids, according to Crown.

The Délice Confit cans join those for Saurin's Salades Gourmandes meat salads, which were also developed by Crown and won a DuPont Diamond Award (see PD, Sept. 2005, p. 28). The new spreads debuted in September throughout France.



OLD

V.S.

NEW



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Coca-Cola Blâk debuts worldwide in aluminum

The Coca-Cola Company, Atlanta, says it will launch Coca-Cola Blâk in January in France—the first of several countries, including the U.S.—that are expected to market the new beverage and coffee fusion in 2006. Described as an invigorating and stimulating beverage blend with the effervescence of Coca-Cola and natural flavors, with real coffee, Coca-Cola Blâk also features new packaging technology in the form of an aluminum bottle. The mid-calorie beverage is being unveiled in a distinct cola-colored, black/brown aluminum bottle, shaped similarly to the company's signature contoured green bottle in glass. The aluminum container is similar to the aluminum designer bottle Coke launched for regular Coke in upscale nightclubs earlier this year in five limited-edition designs. Coca-Cola Blâk, described as a lightly carbonated beverage, was created to appeal to adults and reaches out to new audiences and addresses new beverage occasions. "Coca-Cola Blâk is not just a flavor extension, it's a blend of unique Coke refreshment with the true essence of coffee and has a rich smooth texture and a coffee-like froth when poured," says Marc Mathieu, vp of Coke's Global Core Brands. **Exal Group's** (www.exal.com) Boxal facilities in France provide the proprietary aluminum containers in a 25-cL size for distribution in that country.

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