



look what's coming up green

Packers are tapping new sources of greenbacks with ripe, red tomatoes. They're packing them in a clever variety of combinations that appeal to a consumer's interest in new food ideas.

Progressive packers will put them in glass. They know that impulse sales go up when the consumer can see what she's buying. Especially with tomatoes. That bright red color has real appetite appeal. Even established sellers like tomato pastes, purees, sauces and juice will sprout new sales when they're packed in glass.

Tomato products in glass become specialty items and earn a higher mark up, too.

On many products, such as pastes, consumers prefer the resealability convenience of "Twist-Off" caps. Many recipes call for amounts that leave the container half full. The "Twist-Off" cap lets consumers reseal the product airtight to stay fresh and tasty longer.

This resealability factor is another clue to more profit. It lets you pack and sell larger sizes. This reduces unit packaging costs and gives you a jump on competition.

Tomato products in glass and capped with "Twist-Off" are a great source for new sales and profits. Talk it over with your White Cap representative.

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