



CHARTING A COURSE
TO A **BRIGHTER
FUTURE
—CLEARLY.**
WHEN A MAKEOVER
MAKES A DIFFERENCE



Improved 4-ounce
ice cream cups get
a new recyclable
container, but
keep the same
delicious taste.

For healthcare foodservice, the challenges are non-stop. With the demands of managing increasing costs, patient needs and preferences, tray fill errors and local restrictions eliminating expanded polystyrene (EPS) packaging, you need a supplier partner that understands and offers solutions.

EPS can break down, which can be consumed by aquatic and marine creatures with deadly results. EPS can't be recycled in a manner that is economically feasible, meaning that most units, unfortunately, end up in landfills.

Wells is making efforts towards increased sustainability in all manufactured products.

Finding a Better Answer

Every year, Wells examines its current impact on emissions and climate change to work towards a more sustainable solution for packaging without compromising cost and the flavor that consumers love.

In evaluating a better path forward, Wells searched for packaging that is recyclable and provides a similar melt rate to the original. With its ability to be recycled back into many different products, Polypropylene (PP) answered the call as a better option.

And Wells isn't alone. According to the Recycling Partnership, major retailers, dairy brands, and quick service restaurants are making the same switch from EPS to PP, especially in food and food

service, out of demand for a material that has preferred material health characteristics and improved recyclability.



Many food manufacturers find that polypropylene is an ideal choice for food containers, which will increase the demand for recyclability.

Clearly Better.

Here's what makes the new cups better:



- **High visibility.** Translucent cups help identify flavors easily.
- **Efficiency.** Staff can see the flavors, which means faster and more accurate tray fills.
- **Strength.** PP is strong and flexible, not brittle. It's also water-resistant.
- **Premium look.** New design looks great and is more in line with the kind of hospitality and quality your patients or residents expect.
- **Clickable lid.** The lid now sits firmly in the new cup.
- **Poised for the future.*** The Recycling Partnership reports that there is substantial investment in efforts to collect and recover PP, to turn it into recycled content for more products.

* According to the latest from the Sustainable Packaging Coalition, just over the majority (60%) of Americans have access in their community to a recycling program that accepts rigid polypropylene (PP).





AND HERE'S WHAT STAYS THE SAME...

No change in product formulation. Superior taste your patients and residents love.

Same favorite flavors. Vanilla, chocolate, strawberry, chocolate marble ice creams and lime, orange, rainbow and raspberry sherbets.

Stays cold. 90 minute hold time.*

Same product specs. GTIN, UPC, TiHi, and Pack Size.

Design. No change to the artwork on the lid or the case.



*No discernable difference between EPS and PP thru 90 minutes of testing at an ambient temperature test of 74 degrees Fahrenheit.



SEE THINGS MORE CLEARLY WITH BLUE BUNNY!

For more information about this sustainable packaging initiative, contact foodservice-help@bluebunny.com or call 800-331-0830

wellsfoodservice.com

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