



**Carton graphics** for My Own Meals communicate fun to kids and quality to moms. Retort pouches microwave or boil.

*New Packages*

## Kids' Shelf-Stable Meals Bow In Retort Pouch

Pictorial directions are bi-lingual

Graphics and menus appeal to school-age kids, but the marketing message of new My Own Meals shelf-stable entrees is aimed squarely at moms.

Billed as "Quality Meals For Children," the retort-pouched meals contain no preservatives or MSG and either microwave or boil in a snap. Selling language points out the better taste and nutrition of the retort processing method. Meal varieties include chicken with rice, turkey meatballs, chicken with vegetables,

pasta with sauce, and beef meatballs with macaroni.

Mary Anne Jackson D'Onofrio, a Beatrice food veteran whose likeness appears on the carton, stresses high quality and convenience as key for busy mothers who still want their children to eat right. Her firm, My Own Meals Inc., provides copious nutritional data on each meal upon consumer request, and also aims to please the retailer with the attractively cartoned, shelf-stable positioning.

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