

# Snacks in Canisters

**...a unique approach**

---

Innovative  
Sustainable  
Patented  
Proven  
Timely

March 2024

*“Future snack trends include millennials foregoing the standard “three meals a day” paradigm and instead moving toward six big snacks daily.”*

*— Gil Horsky, Mondelez, Food Navigator, FMI Daily Lead*

*“In the past, user experience wasn’t part of our lexicon. Focusing on crunch, taste, and everything else now pushes us to rethink shape, packaging, form, and function.”*

*— Indra Nooyi (Former CEO Pepsico)...HBR*

*“Millennials love to snack...graze instead of eating large meals...want food packages that are resealable, easy to open and portable.”*

*— Cara Rosenbloom,*

*9 ways millennials are changing the way we eat*

*— Washington Post*

*48% of All Food and Beverage Occasions are Snacking Occasions*

*--The Hartman Group*

# AN OPPORTUNITY

- Canister snacks have grown, driven by Pringles and Lay's Stax. Total domestic sales are estimated at approx. \$2B. Pringles/Kellanova has the dominant share.
- Millennials and Gen Z account for a significant percentage of consumption.
- Frito-Lay has introduced minis, which will further grow the category. The initial brands are Doritos, Cheetos and Sun Chips.
- Would it make sense for your brands to enter this segment if you could offer a ***superior point of difference***?

# BUSINESS POTENTIAL



← Compartment Divider

When we initially introduced “snacks in the multi-compartment canister”, we were guided by our research. **87% of millennials** preferred snacks packaged in the multi-compartment container vs. 70% for the “Pringles type” single compartment container.

Millennials’ reasoning focused on increased freshness, suitability for on-the-go snacking (easy opening, reclosable, portable, one handed use) and the ability to have a different item in each compartment.

<https://www.surveymonkey.com/results/SM-X6RCTTWW7/>

Q1=single compartment; Q3=multi-compartment

# NON-DUPLICABLE COMPETITIVE ADVANTAGE

- The same snack in both compartments



- Different snacks or flavors in each compartment



# BUSINESS POTENTIAL

(cont'd)

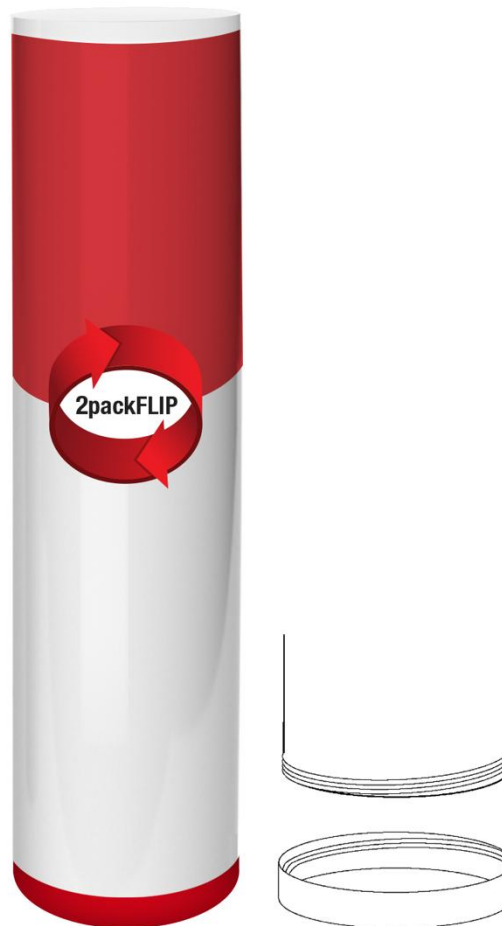


But then we realized most snacking occasions are accompanied by a beverage.

Why not provide snackers with the ultimate in convenience...

# INTRODUCING THE SNACK/BEVERAGE COMBO

- snacks** in top compartment (snap cap lid)
- cereal, granola bar bites, potato chips, pretzels, crackers, snack nuts, sandwich crackers, mini chocolate chip cookies, chocolate snacks, fruit snacks, meat snacks
- beverage** in bottom compartment (holds 16 fl.ozs.) (screw cap lid)
- water, energy drinks, cold brew coffee, tea, juices, milk/chocolate milk



# **INNOVATION\***

## **multi-compartment container**



- 2 halves joined together either pre or post filling
- each compartment is sealed and has a removable lid
- made from sustainable materials (HDPE2, PP5, rPET, CCP)
- diameter and height can vary by SKU
- different color bodies/lids

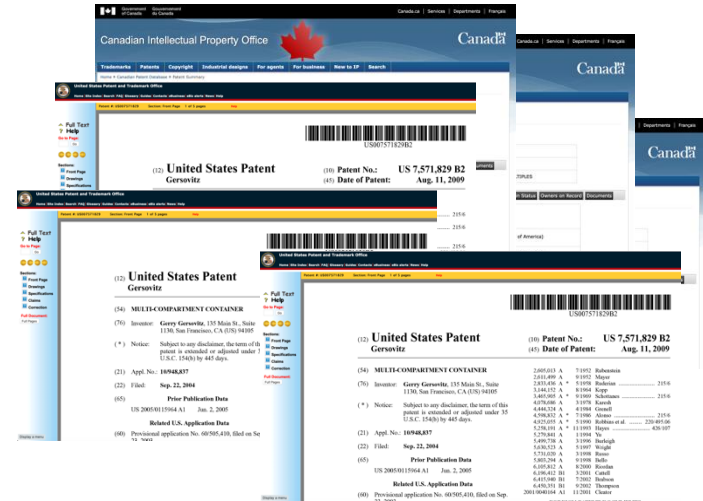
\*see page 8 for patent information





# PATENTS

|           |                |
|-----------|----------------|
|           | <u>Issued</u>  |
| U.S. (3): | 8,915,395      |
|           | 9,611,073      |
|           | 10,442,569     |
| Canada:   | 2,737,981      |
|           | <u>Pending</u> |
| U.S. (1): | 17/189,101     |



# TRADEMARKS

U.S. (2): 87/871,242/  
87/871,286/



## COLLABORATION– EXCLUSIVITY & LICENSING

- We are prepared to explore licensing on an exclusivity basis. Licensing would be extended to yourself, your packaging materials vendor and your co-packer.
- Packaging would carry a patent statement and could have a small 2packFLIP logo.
- We can provide molds for your packaging materials' vendor.



# SUGGESTED NEXT STEPS

- Review presentation/answer questions/present prototypes (video conference)
- Assess market potential
- Test



***“Are you a FLIPPER?”***



Gerry Gersovitz  
2P1, LLC  
182 Howard Street, #5  
San Francisco, CA 94105  
(415) 971-0010  
[gerryg@2packFLIP.com](mailto:gerryg@2packFLIP.com)  
[www.2packFLIP.com](http://www.2packFLIP.com)