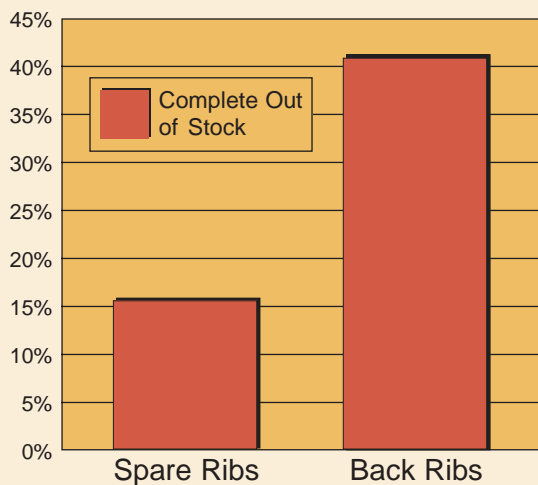


Longer shelf life,

INCREASED SALES



“Where’s The Ribs?”

In 16% of stores audited, no spare ribs were found. Baby backs suffered even more. This profitable barbecue favorite was completely out of stock in 42% of stores audited.*

*2002 Cryovac/NCBA Meat Case Composite Study



In the 2002 Cryovac/NCBA Meat Case Composite Study spare ribs, St. Louis ribs, and back ribs accounted for 8% of the pork display. The absence of these high-margin cuts from the retail meat case may be related to uncertainty about managing shrink.

Good Ribs Gone Bad – Exposure to Oxygen is the Problem

- Rib bones exposed to oxygen quickly darken, especially after freezing, decreasing their appeal.
- Retailers respond by limiting the ribs in the case to ensure they sell before being marked down.
- The result is meat cases that are often void of ribs.

Protection from Oxygen is the Solution

- Ribs vacuum-packaged in Cryovac® TBG Bags stay fresher, longer, reducing the risk of shrink.
- Product selection is better and meat case inventory can be better managed to meet the demands of store traffic, when ribs are in vacuum packaging with extended shelf life options.
- The improved shrink of Cryovac® TBG Bags increases merchandising appeal and gives shoppers a clearer view of the product.

A Number of Retailers Have Reached This Conclusion

- The study revealed retailers with a limited selection of ribs (1 to 4 rib packages) would more likely be in short shelf-life packaging such as PVC overwrap.
- Those with a full selection (5 or more packages) were more likely to be in extended shelf-life packaging like vacuum or other case ready options.

The Impact of Case-Ready Packaging on Rib Selection

	Spare Ribs	Back Ribs
Stores with only 1-4 packages displayed	22%	31%
Stores with 5 or more packages displayed	31%	69%
In Stock Advantage	9%	38%

The 38% difference in back ribs most likely explains why ribs continue toward vacuum packaging.

Ribs and Vacuum Packaging Together More and More

Cryovac® TGB Bags offer a real answer. Vacuum packaging extends shelf life enabling retailers to keep cases fully stocked at all times. Ribs are here to sell, sell, sell.



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