

FridgeSmart[®] Containers



Key Features and Benefits

- Each container made up of a clear base with built-in grid, two vent buttons and a seal.
- The vent system is simple:
 - Both vents closed, for no air circulation
 - One shut /one open, for some air circulation
 - Both vents open, for the most air circulation
 - To operate, push on the lower half of the button valve to open, push on the top half to close
- Integrated, easy to use permanent storage chart depicts commonly used vegetables and fruits and won't wear off.
- Textured seal reduces sliding when containers are stacked.
- Modular and stackable to maximize space in your refrigerator.
- The built-in grid reduces spoilage by keeping the contents above the moisture, and airflow moving around foods.
- When stacked in the refrigerator, see-through containers allow easy viewing of contents. Place containers in the middle of the fridge, not touching the back, with the vents facing backward so that the food chart is always visible.
- Curved container corners and wide groove on seal for easy cleaning.

Product Specifications

- **Care:** Dishwasher safe. The vents are removable and are dishwasher safe.
- **Capacity, Dimension, /Mold Number (base, seal, vent buttons)**
 - Mini: 1½ cups/ 350 mL, 5.9 x 3 x 3"/ 15 x 7.5 x 7.5 cm, 4735, 4736, 3999
 - Small: 4½ cups/1.1 L, 6 x 6 x 3 ½ "/ 15.2 x 15.2 x 8.6 cm, 3993, 3994, 3999
 - Medium: 7 cup/1.6 L, 9 x 6 x 3 ¼"/ 22.8 x 8.6 x 5.2 cm, 3991, 3992, 3999
 - Medium Long: 8½ cup/2 L, 12 x 6 x 3 ¼"/ 30.5 x 15.2 x 8 cm, 4352, 4353, 3999
 - Medium Deep: 15 cups/ 3.6 L, 12 x 6 x 5"/ 30.5 x 15.2 x 12.6 cm, 5007, 4353, 3999
 - Large: 19¾ cup/4.6 L, 15 x 6 x 5"/ 38 x 15.2 x 12.6 cm, 3995, 3996, 3999
 - Large Round: 20 cups/4.7 L, 9 x 6 7/8"/ 23 x 17 cm, 3998, 3997
 - Medium Square: 18 ½ cups/4.2 L, 9 x 9 x 5"/ 22.8 x 22.8 x 12.6 cm, 4350, 4351, 3999
 - Large Square: 34 cups/ 8 L, 12 x 12 x 5"/ 30.5 x 30.5 x 12.6 cm, 4806, 4807, 3999
- **Limited Lifetime Warranty**

How to Position

Give your fruits and vegetables a breath of fresh air with FridgeSmart[®] containers! Produce stored in FridgeSmart[®] containers tastes better, lasts longer, and saves you money. Fresh just got smarter.

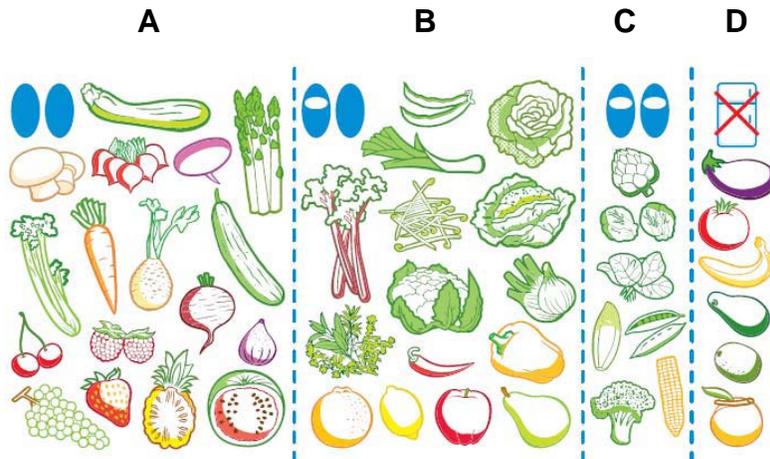
How to Demonstrate

• What is ACE?

- Storage of fruits and vegetables has been researched extensively with top food scientists from the University of Florida and Tupperware to develop this line of intelligent containers.
- The Tupperware ACE (Atmosphere Controlled Environment) system creates the optimal environment that fruits and vegetables need in order to stay fresher longer.
- FridgeSmart® containers have a special 3-way venting system that helps regulate the atmosphere inside the container by balancing the flow of oxygen coming in and carbon dioxide going out.

• How the Concept Works

- Even after harvesting, many fruits and vegetables continue to “breathe” by exchanging beneficial oxygen for carbon dioxide.
- Some vegetables require more oxygen to stay fresh and crisp than others.
- The FridgeSmart® container venting system ensures fruits and vegetables have the perfect environment to stay fresher longer by regulating the amount of air-flow through the container, depending on the type of produce
- **A: Both vents CLOSED:** - low breathers, no air circulation
- **B: One vent OPEN, One vent CLOSED:** moderate breathers, some air circulation
- **C: Both vents OPEN - heavy breathers:** the most air circulation



• **A: Both vents CLOSED:** Light Breathers (left to right, line by line)

- Zucchini (green and yellow), mushrooms, radishes, turnips, asparagus, celery, carrots, rutabaga (knob), beet root, cucumber, cherries, berries (raspberries, blackberries, boysenberries), figs, grapes, strawberries, pineapple (half), watermelon (half), okra (not pictured), summer squash (not pictured), pumpkin (not pictured), lychee (not pictured), passion fruit (not pictured), all fresh cut fruit (not pictured), all other fruit not pictured in “B” (not pictured)

• **B: One vent OPEN & one vent CLOSED:** Moderate Breathers (left to right, line by line)

- Beans (including snap beans, string beans, bean sprouts), lettuce (all types), leeks, rhubarb, soy beans (edamame), cabbage (green or red), cauliflower, fennel, fresh herbs (basil, cilantro, oregano, chives, parsley, thyme, coriander, rosemary, dill, mint, sage, marjoram, tarragon, etc.), hot peppers, bell and sweet peppers, citrus fruits (orange, grapefruit, tangerine, clementine, leech, mandarin, kumquat, minneola, tangelo, pummelo, etc.), lemons and limes, ripe apples, ripe pears, fresh shallots (not pictured), green onions (not pictured), greens (collard, kale, and Swiss chard) (not pictured), parsnips (not pictured)

• **C: Two vents OPEN:** Heavy Breathers (left to right, line by line)

- Artichokes, Brussels sprouts, spinach, endive, peas (in pods, snow peas), broccoli, corn on the cob (husked).

- **D: Store in a cool dry place:** NOT in the fridge! (left to right, line by line)
 - Eggplant, tomatoes, bananas, avocados, kiwis, apricots, peaches, nectarines and plums (not pictured).
 - Mangos (not pictured), melons (not pictured), garlic (not pictured), mature onions (not pictured), potatoes (not pictured), jicama (not pictured), winter squash (not pictured), all unripe fruit (not pictured).
- “All fresh cut vegetables should be stored in FridgeSmart® containers under the same recommendations as for the whole vegetable.”
- “Bring your FridgeSmart® Containers to the grocery store or farmers market to use in place of plastic bags and save you time when you get home—just place in the refrigerator!”
- “When storing a selection of foods together, be sure to combine produce of the same category in the same container.”
- “Bring a full FridgeSmart® container from home and show party guests what’s inside, how it works and then let them know how long it’s been in your refrigerator.”
- “The average family of four discards 24 pounds of fresh fruit and vegetables every month!”
- “Fresh just got smarter, Tupperware’s FridgeSmart® containers use the specially designed ACE (Atmosphere Controlled Environment) system which keeps fruits and vegetables fresher longer and saves you money.”
- “Different fruits and vegetables require different airflow to maintain freshness.”
- “To change the ventilation level, simply open or close the vents on the front of the container according to the information on the storage chart.”
- “The easy to use permanent storage chart lists commonly used vegetables and fruits and which ventilation setting is needed for each one.”
- “The bottom grid lifts fruits and vegetables up out of excess moisture further reducing spoilage.”
- “FridgeSmart® containers are modular and stackable to maximize refrigerator space. The textured seals reduce sliding when stacked.”
- “See-through containers make it easy to identify your fruits and vegetables.”

How to Cross Sell

- Make a salad recipe from the Sensational Salads Recipe Book using the FridgeSmart® Containers, Quick Shake® Container, Spin ‘N Save™ Salad Spinner, Twistable Peeler™, Small Modular Bowls, Quick Chef, Chop ‘N Prep™ Chef, Whip ‘N Prep™ Chef, Tupperware® SmartSteamer for cooking your protein, and the Healthy Salad on the Go Set.
- Have a “go green” party to show customers how they can reduce the amount of disposable packaging they use or collect throughout the day by using Tupperware® products like FlatOut!® containers, Mobile Living items, Eco Water Bottles and Water Filter Pitcher, FridgeSmart® Containers, Modular Mates® Containers, Fridge Stackables™ Set, and KeepTabs™ Containers.
- Cross sell with any of the Organize & Relax items showing how they can organize their lives to give them more time.
- Cross sell with the Tupperware® SmartSteamer or Tupperware® Stack Cooker to show a complete meal in minutes.

Notes:
