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Alufoil Trophy 2010:

Candlelight Sauce is a big ‘PLUS’ for home entertainment

Candlelight Sauce, a novel concept designed to feed the growing home entertainment market, won an Alufoil Trophy 2010 in the **Design + Marketing for Plus Pack**.

Created for the Dutch company Verstegen, the new dinner party sauce is packed in an alufoil tray and lid for the sauce. Also incorporated is a tea light candle to keep the sauce warm on the dinner table, once it has been heated in the microwave or conventional oven.

“This original and attractive idea would add ambience to any dinner table,” said head judge Terry Robins, technical and retail packaging consultant and former technical and packaging innovations manager of Sainsbury.

Functional and convenient, the complete pack features a triangular smoothwall alufoil tray that contains 300ml sauce and a pre-cut alufoil lid; the complete pack is topped with a deep press-on plastic outer cap with three legs. Made from injection moulded PP the outer cap contains a flame retardant additive and doubles as a candle holder into which the lit candle in an alufoil cup is placed.



The attractive cartonboard outer displays the inner alufoil packaging to excellent effect and provides additional on-shelf impact.

Torben Krøyer Bruhn, President of Plus Pack Group, said: “This is a perfect example of how innovation makes the difference. The product idea was initiated by our customer and the award stresses the importance of the manufacturer understanding the customer’s specific needs for functional and convenient packaging. We worked very closely with Verstegen in developing this unique product and both parties had confidence in the project from the very beginning.”

Verstegen’s sauces, which are sold in the Netherlands, currently come in two flavours - Pepper and Peanut – but more flavours are expected to follow.

Alufoil Trophy 2010, organised by the European Aluminium Foil Association, was split into five categories for the first time in 2010 - Consumer Convenience, Design + Marketing, Product Preservation, Resource Efficiency, and Technical Innovation. The new format attracted 64 entries with 13 winners, and was heralded a great success by judges and the alufoil sector.

High resolution pictures of all winners are available at www.alufoil.org.

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