

# FridgeSmart® Containers



## Key Features and Benefits

- Each container features a transparent base and a seal containing the air-circulation system with venting holes and an EZ slider. Etched circle markings indicate the 3 slider positions:
  - Half open for some air circulation (align EZ slider with left, half-etched circle)
  - Closed, for no air circulation (align EZ slider with center, fully etched circle)
  - Open, for most air circulation (align EZ slider with right, hollow circle)
- The circle markings indicating the EZ slider positions correspond to the circles on the permanent produce reference charts on each container.
- Easy-to-clean, built-in grid keeps contents away from moisture collected in the base and ensures airflow around produce, reducing spoilage.
- When stacked in the refrigerator, translucent containers allow easy viewing of contents. Stacking does not hinder ventilation.
- Small and Medium Containers are modular and all FridgeSmart® Containers are stackable to maximize space in your refrigerator.
- Bases nest together to save space when not in use (place Deep Containers into Shallow).

## Product Specifications

- **Care:** All parts are dishwasher safe.
- **Capacity, Dimension and Mold Number (base, seal, EZ slider)**
  - Medium Deep: 1 gal./4.4 L, 11 $\frac{1}{8}$  x 7 3/8 x 5 $\frac{1}{8}$ "/28.4 x 18.8 x 13.5 cm, 7288, 7289, 7290
  - Small Deep: 1 $\frac{1}{4}$  qt./1.8 L, 7 3/8 x 5 5/8 x 5 $\frac{1}{8}$ "/18.9 x 14.3 x 13.5 cm, 7286, 7287, 7290
  - Large: 1 $\frac{1}{2}$  gal./6.1 L, 15 x 7 3/8 x 5 $\frac{1}{8}$ "/38.1 x 18.8 x 13.5 cm 7378, 7379, 7290
  - Medium: 1 $\frac{1}{4}$  qt./1.8 L., 11 $\frac{1}{8}$  x 7 5/8 x 2 5/8"/28.4 x 18.8 x 6.9 cm, 7291, 7289, 7290
  - Small:  $\frac{3}{4}$  qt/800 mL, 7 x 5 x 2 $\frac{3}{4}$ "/18.9 x 14.3 x 6.9 cm, 7377, 7287, 7290
- **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?**
  - Tupperware staff and top-food scientists from the University of Florida extensively researched fruit and vegetable storage to develop this line of intelligent containers and the ACE System. The Tupperware ACE

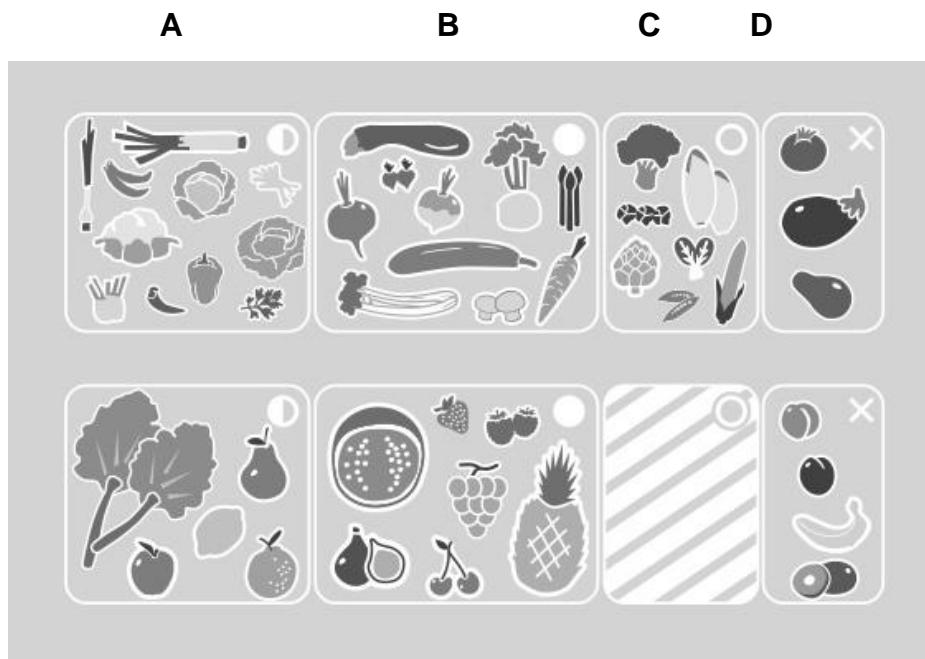
**Tupperware®**

(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® venting system provides fruits and vegetables with an optimized environment and helps them stay fresher longer by regulating the amount of airflow through the container, depending on the type of produce. When storing a selection of produce together, be sure to combine the same “breathers” in the container.

**How to Store Fruits and Vegetables Using the FridgeSmart® Fresh Chart**



- **A: Slider in half-open position – medium breathers:**

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

- **B: Slider in closed position – light breathers:**

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

- **C: Slider in open position – heavy breathers:**

- Artichokes, Brussels sprouts, spinach, endive, peas (in pods, including snow peas), broccoli and corn on the cob (husked).
  - **D: Store in a cool, dry place – NOT in the refrigerator or in a closed container:**
    - Eggplant, tomatoes, bananas, avocados, kiwis, apricots, peaches, nectarines, plums, winter squash (not pictured), potatoes (not pictured), jicama (not pictured), mature onions (not pictured), garlic (not pictured), mangos (not pictured), melons (not pictured) and 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, which will save you time when you get home. All you have to do is place the FridgeSmart® Containers 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! The cost estimate for the average family of four is \$1,365 to \$2,275 annually.”
  - “To change the ventilation level, simply position the EZ slider on the container according to the information on the storage chart.”
  - “The built-in grid helps pull moisture away from and circulate air around to protect fruits and vegetables from moisture further reducing spoilage.”
- 

### **How to Cross Sell**

- Make a salad recipe from the *Sensational Salads* Recipe Book using the FridgeSmart® Containers, Power Chef™ System, Quick Shake® Container, Spin ‘N Save® Salad Spinner, Quick Chef® Pro System, Chop ‘N Prep Chef and Tupperware® SmartSteamer for cooking your protein. Use the Healthy Salad on the Go Set for packing salads for lunch or whenever you’re on the go.
- Have a “go-green” party to show customers how they can reduce the amount of produce that’s thrown away and disposable packaging. Take food with you in Tupperware® products like FlatOut!® containers, on the go items, Eco Water Bottles and Water Filter Pitcher, FridgeSmart® Containers and Fridge Stackables Set.
- Cross sell with any of the organize items and show how they can organize your life and give you more time.
- Cross sell with the Tupperware® SmartSteamer or TupperWave® Stack Cooker to show a complete meal in minutes.

### **Notes:**

---



---



---



---



---



---



---



---



---



---