

PRESS NEWS

2007/E106 – ICC
October 2007

Sealed Air Launches the International Chefs' Circle to Promote Quality Ready Meals on a Global Scale

The very first meeting of the newly founded International Chefs' Circle (ICC) took place on 26-27 September 2007 at Packforum®, Sealed Air's world-class permanent customer care center located near Paris. The meeting gathered all founding members with the aim of defining the operating rules and scope of the ICC, as well as the framework of its first annual International Culinary Schools contest.



Exclusive Group of Leading Chefs

The ICC is an exclusive group of leading chefs from around the world who are joining forces and expertise to promote a high quality approach in preparing meal solutions for the retail and foodservice market segments.

Founding members include 12 Chefs coming from 10 different countries in all regions of the world – Argentina, Brazil, Chile, Mexico, USA, Thailand,



Australia, UK, France and Luxemburg. Together they bring a great variety of

backgrounds, talents and expertise as executive chefs, consultants or professors for the hospitality, foodservice, catering or food processing industries. Some are celebrity chefs running famous TV shows, while others are well established publishers of recipe books or teach culinary arts, nutrition or food sciences. The group will grow in the future and will open doors to other prestigious chefs. Some of them will join as honorary members.

“This group can make a world of difference. Members will contribute their creativity to invent new Meal Solutions recipes, share best practices with their peers, mentor the world chefs of tomorrow and help creating the next generation of Ready Meals packaging concepts”, said Fabrice C. Roy, Executive Director Global Ready Meals, Sealed Air Cryovac Food Solutions, and ICC Event Chairman.

In addition to inventing new recipes suited for easy meal preparation and packaging, ICC members will have the unique opportunity to promote their proprietary recipes to global food manufacturers, retailers and foodservice operators.

Latest Easy Meal Preparation Technologies

Part of the ICC Founders Meeting was devoted to visiting the Packforum center and discovering new Cryovac® packaging technologies applied to Ready Meals cooking, re-heating and pasteurisation. ICC members will be regularly exposed to cutting-edge Cryovac® cooking technologies and packaging innovations, as well as provided with the means to develop new recipes while using bespoke packaging concepts – fit-for-use equipment installed at selected chefs' premises. For this purpose, Sealed Air will also provide high level training sessions, such as microwave cooking techniques and other quantum leap culinary technologies.

International Culinary Schools Contest

ICC members will mentor top culinary students creating exciting new recipes and will serve on a jury for an annual cuisine competition. The Sealed Air "International Culinary Schools Contest" will invite several reputed culinary schools from around the world to compete on the basis of quality recipes specially developed by their students for Cryovac Ready Meal packaging concepts such as Simple Steps™, n'Oven™ or Sous-Vide cooking. Recipes will be judged by the ICC jury on the basis of criteria such as creativity, inventiveness, culinary value, taste, complexity, pack presentation, convenience and quality-price ratio. The winning team will receive the "Sealed Air Quality Cuisine Contest Trophy", a prize in cash, as well as a training session with one of the Jury's Grand Chefs or with Sealed Air. The first Sealed Air International Culinary School Contest will take place in the spring of 2008.

Networking and Sharing

The ICC Founders Meeting gave all participants a great opportunity to network among peers, decide on the future mission and structure of the club, while getting to know each other and work together with team spirit and fun. With culinary passion shared by all participants, meals were clearly a special highlight during this meeting. While lunch on the first day was exclusively prepared on the basis of ready meals packed by Cryovac, Chef Bruno Ledru served the event dinner at the famous Hotel Restaurant du Mont Royal in La Chapelle-en-Serval, in the north of Paris. Well known French caterer Lenôtre served the farewell buffet lunch.

Packforum, Ideal Venue for World-Class Cuisine

Sealed Air Packforum®, close to the Paris Charles de Gaulle International Airport, is housed in a new building and comprises some 2400 sq.m offering an outstanding opportunity to experience the full global range of Sealed Air Cryovac® packaging systems in one place, throughout the year. Packforum is made of a demo supermarket, a cafeteria, several training and conference rooms, a professional kitchen, and, last but not least, an equipment area with more than 15 different packaging systems in operation.

List of ICC Founding Members

André Boccato, Chef and General Manager
Boccatto Gastronomie, Sao Paulo, Brazil

Christopher Graham, Regional Sales Manager and Executive Chef
Rational, Boca Raton, USA

Leonardo Jaciuk, Chef de Cuisine
NH City & Tower Hotel, Buenos Aires, Argentina

Christophe Larrat, Executive Chef
Alain Ducasse Culinary School, Paris, France

Rapeepan Luangaramrut, President
Khun Reed Corporation, Bangkok, Thailand

Cyril Molard, Chef des Cuisines
Hotel le Royal, Luxemburg City, Luxemburg

Philippe Mouchel, Executive Chef
The Brasserie by Philippe Mouchel, Melbourne, Australia

Roberto Petersen, Executive Chef
Los Petersen Cocineros – Buenos Aires, Argentina

Allison Rittman, Corporate Research Chef
Culinary Culture, Austin, Texas, USA

Svetlana Rodgers, Professor – School of Service Management
University of Brighton, U.K.

Salvador Sevilla Tellez, Corporate Chef US Meat Export Federation &
Gastronomic Consultant, Los Morales, Mexico

Francisco Valero (Bauer), Production Mgr & Executive Chef
Alimentos y Servicios - Santiago de Chile, Chile

Note to the Editor:

Cryovac[®], Packforum[®], Simple Steps[™] and n'Oven[™] are registered trademarks or trademarks of Cryovac Inc., a subsidiary of Sealed Air Corporation. Cryovac Packaging and Cryovac Food Solutions are business units of Sealed Air and global leaders in innovative flexible and rigid packaging materials, systems and services for a wide range of food applications. In 2006, Sealed Air was voted Best Packaging Company by the industry champions of the world-famous Fortune 1,000 ranking.

With more than 3,000 employees throughout the region, Sealed Air Cryovac in Europe, the Middle-East and Africa (EMEA) operates manufacturing facilities in France (Arc-en-Barrois and Epernon), Germany (Norderstedt), the UK (St. Neots and Poole), Italy (Passirana di Rho), Spain (Buñol), Russia (Volgograd), Poland (Ozarow), Hungary (Újhartyán), South Africa (Spartan) and Botswana (Lobatse). Also located at the Italian site is the Sealed Air Cryovac EMEA Packaging Technical Center. The EMEA Customer Systems Center is located in Root, Switzerland. Packforum[®], Sealed Air Cryovac EMEA's permanent customer care center, is located at Roissy Charles de Gaulle near Paris, France.

Sealed Air is dedicated to permanently improving its environmental performance and strives for safety and environmental excellence, while also ensuring that plastic food packaging is more efficient than ever. The company is actively engaged in source reduction and total material utilisation through recycling or reuse of industrial scrap, otherwise energy recovery through appropriate incineration.

The Sealed Air EMEA website can be found on www.sealedair-emea.com.

Copies of Sealed Air illustrations and photos included in this press release can be obtained in the required format upon request.