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Alufoil Trophy 2012: Juicy prize goes to gourmet aluminium foil

A gourmet aluminium foil which provides 'juicy and aromatic enjoyment' has scooped an Alufoil Trophy 2012 in the Marketing + Design category for its manufacturers Cofresco Frischhalteprodukte. Toppits®/Albal® gourmet foil has patented embossing giving it a 3-Dimensional structure which provides it with a number of special properties, according to the company.

"This is a creative and well thought out improvement to a very traditional product," remarked head judge Antoinette Devine, global packaging consultant for SABMiller. "The embossing really does add a new dimension to the performance of the foil and has been carefully and cleverly targeted at a particular sector of the market," she added.



Aimed at 'sophisticated hobby chefs' Toppits®/Albal® is designed to deliver professional performance for creative cooking at home. The alufoil's embossing structure creates retention pools which provide 'juicy and aromatic enjoyment' says Cofresco. This is due to the dome-shaped structure, which creates a larger accessible surface, keeping a higher amount of liquid, better ventilation for the food and reducing the contact surface.

The foil is made from a premium quality household alloy of 17.5 micron. During the embossing process the 3-D dome-structure is formed, giving a peak-to-peak thickness of up to 400 micron. The embossing also enhances the stiffness of the foil, making it possible to shape it into almost any desired form.

"We feel very honoured to win the Alufoil Trophy 2012 in the Marketing + Design category. We are convinced that the kitchen remains an area in which consumers appreciate quality and expect innovation. As a technology leader we want to fulfil consumers' needs and are intent on creating constant product innovations and new category segments. The Alufoil Trophy 2012 is a wonderful acknowledgement and shows that we are headed in the right direction," says Martin Rogall, head of research and development Europe at Cofresco.

Toppits®/Albal® has been on the market across Europe since mid-2011, using a premium product pack to support the marketing campaign aimed at the 'top end' segment of household cooks. Consumer research indicated a positive reaction from those who have used the foil, with 81 per cent giving it a high acceptance rating.

An independent cooking institute has undertaken tests using the foil and results show the food stays particularly juicy when compared with conventional, un-embossed foils.

The Alufoil Trophy is organised by the European Aluminium Foil Association. There are five categories – Consumer Convenience, Marketing + Design, Product Preservation, Resource Efficiency and Technical Innovation. Judges also award Overall Excellence. For 2012 there were 13 winners from 52 entries.

High resolution pictures can be downloaded and all winning entries can be viewed at www.alufoil.org

Further information:

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The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of alufoil containers and of all kind of flexible packaging. Its more than 100 members include companies in Western, Central and Eastern Europe.