A package for storing and/or displaying products. The array has at least a first package. The first package has an inner side and an outer side. The outer side has a top portion and a bottom portion. The top portion has a foliage. The foliage has a foliage area. The bottom portion has a first fruit and a second fruit. The second fruit is stacked upon a first fruit.
PACKAGE DISPLAYING A HOLISTIC MESSAGE

FIELD OF THE INVENTION

[0001] The present invention relates to a package displaying a holistic message.

BACKGROUND OF THE INVENTION

[0002] Consumer and other products are displayed and advertised in many different ways. Over the years, there have been numerous attempts to maximize consumer awareness of such products in order to increase sales of the products. One way to increase consumer awareness is to advertise the product. This can, and has, been done by many different means, including, but not limited to television, radio, print and other mass media, coupons, in-store advertising, direct mailing and e-mailing, catalogs and web site links and advertisements.

[0003] In other instances, the products may be placed in stores or shown on websites in ways to increase the likelihood that a consumer will see the product and purchase it. For example, retailers may place a particular product in a particular location of the store (e.g. the end of the aisle or along the check-out line) in an attempt to increase the product’s visibility to the consumer.

[0004] Yet another way to entice consumers to purchase and try a particular product may be to provide the product with unique packaging. Such packaging may be unique in terms of its shape, functionality, appearance or any other aspect that may attract a potential buyer of the product. One proven method to gain and sustain product sales is to use unique identifiers on the product packaging. Given the health awareness of the consumer, it is desirable to provide packaging that is eye-catching to the consumer, and communicates a holistic message that the product inside is natural.

[0005] However, despite the numerous and continuing attempts to make consumers aware of products and to maintain and/or increase sales of such products, there still exists a need to provide packaging which is unique and increases the likelihood for consumer awareness.

[0006] There also exists a need to provide an improved method for arranging a number of the same products or an array of similar products on a shelf or other storage device.

[0007] There also exists a need to provide an improved method for advertising a product or array of products on a website.

SUMMARY OF THE INVENTION

[0008] A package for storing and/or displaying products. The package has an inner and an outer side. The outer side has a top portion and a bottom portion. The top portion has a foliage. The foliage has a foliage area. The bottom portion has a first fruit and a second fruit. The second fruit is stacked upon a first fruit.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] FIG. 1 is a plan view of the package of the present invention.
[0010] FIG. 2 is a plan view of an array of packages on a storage or display unit.
[0011] FIG. 3 is a plan view of an alternative embodiment of an array of packages on a storage or display unit.
[0012] FIG. 4 is an alternative embodiment of the package of the present invention.

[0013] FIG. 5 is a plan view of an array of packages on a storage or display unit.
[0014] FIG. 6 is a plan view of an alternative embodiment of an array of packages on a storage or display unit.

DETAILED DESCRIPTION OF THE INVENTION

1. Terms

[0015] As noted above, the present invention is directed to improved packages, arrays of packages and methods for advertising products. The following terms used herein have the following meanings.

[0016] “Array of packages”, as used herein, refers to an arrangement of at least two packages.

[0017] “Brand logo”, as used herein, refers to indicia associated with a particular product or product line. The brand logo may include any combination of words, symbols, pictures or other graphic or textual elements.

[0018] “Brand name”, as used herein, refers to a name for a product or product line. Generally, such brand names are trade names or trademarks, but can also include generic or descriptive language.

[0019] “Consumer”, as used herein, refers to any person that purchases, makes a decision to purchase a product or is contemplating making a purchase of a product. Typically, the Consumer will be the end user of the product, but the definition of consumer, as used herein, is not so limited.

[0020] “Display face,” as used herein refers to portion of the outer package which is intended to be displayed to a consumer when the package is displayed for sale.

[0021] “Equity building advertising”, as used herein, refers to a message about one or more of the benefits of a product. The equity building advertising can include letters, text, words, graphics, symbols, pictures or any other indicia related to the benefits of a product.

[0022] “Foliage,” as used herein, refers to the leaves of a plant.

[0023] “Fruit,” as used herein, refers to any product of plant growth useful to humans or animals.

[0024] “Product information”, as used herein, refers to information about one or more qualities of a product. The product information can include letters, text, words, graphics, symbols, pictures or any other indicia related to the benefits of a product.

[0025] “Package”, as used herein, refers to any covering material or wrapper in which at least a portion of a product is placed for shipping, storage and/or sale.

[0026] “Product”, as used herein, refers to any object, material or substance that is intended for use by a consumer.

[0027] “SKU”, as used herein is a stock keeping unit. Stock keeping units are used to uniquely identify particular products. Generally, each product sold by a retailer will have a separate and unique SKU. Thus, all different sizes, forms, package counts, etc. will typically have a unique SKU. Often the SKU is provided as a series of numbers and/or a bar code and is often associated with the UPC of a product.

[0028] “Stack”, as used herein, is meant an orderly pile. For example, the fruit may be stacked vertically, horizontally, or at any angle.

[0029] “UPC”, as used herein refers to a universal product code. UPCs are codes intended to help identify the manufacturer of a product. Accordingly, each manufacturer has a unique UPC. Often, UPCs are on packages in the form of a series of numbers and/or a bar code.
"Vegetables", as used herein, refers to any plant whose fruit, seeds, roots, tubers, bulbs, stems, leaves, or flower parts are used as food, as the tomato, bean, beet, potato, onion, asparagus, spinach, or cauliflower.

II. Package

As noted above, the present invention includes an improved package for products. As with most packages, the package of the present invention provides a means for storing, shipping, protecting, containing and/or displaying the product or products that are disposed within or partially within the package. Packages are also used to identify the product(s) therein and provide the consumer with general information about the product.

The package 10 shown in FIG. 1 represents a beverage package containing a beverage. However, the package 10 of the present invention is in no way limited to a particular type or category of products. Thus, the package 10 can be practiced with any product therein. For example, the package 10 may include products such as beverages, food products, or any other consumer products. Further, the package 10 of the present invention may include a single product or several products (e.g., a multi-serve of beverages). Further, the package 10 of the present invention may include a number of different products, either of the same general type or class (e.g., beverages of the same flavor) or of related products (e.g., beverages which have soft drinks of different flavors) or products that are completely unrelated to each other (e.g., a food item with a hand cleanser).

The package 10 of the present invention may be made of any suitable material and may be of any shape or size. Although it is desirable in certain instances that the package 10 has at least one generally planar face, typically the display face 12, such should not be considered a requirement of the present invention. Further, there is no requirement that the package 10 have any particular number of sides. In fact, the package 10 may be cylindrical, conical, spherical or any other geometric shape or combination of shapes.

A. Display Face

FIG. 1 is an example of one embodiment of the present invention. The package 10 includes a display face 12 that is intended to be oriented such that the consumer can see the display face 12 when the package 10 is displayed for sale. The package 10 shown also includes a rear panel 28, a top panel 24, a bottom panel 26 and side panels 22. The package of the present invention need not be of any particular size, shape or geometry. In any case, the package 10 will have a display face 12, as noted above, that is intended to be oriented such that the consumer can see the display face 12 when the package 10 is displayed for sale. For packages with non-planar surfaces, the display face 12 is that portion of the package 10 that the consumer sees when looking at the package 10 on display for sale without removing the package 10 from its display and under typical shopping conditions for the particular product involved. Thus, for certain consumer products, packages 10, the display face 12 will be that portion of the package 10 that is seen by the consumer while the package 10 is on a store shelf somewhere between the ground and about 10 feet above the ground and when the consumer is viewing the package 10 while located within about 25 feet of the package 10. (Examples of the package 10 being displayed on typical shelving of a retail store are shown, for example in FIG. 2). However, the package 10 may be displayed in any suitable manner and normal viewing conditions may be different than those described above and/or shown in the Figures. Thus, the above description and the figures should not be construed as in any way limiting to the scope of the invention, but rather as examples of how a consumer might view the display face 12 of a package 10.

In certain embodiments, as shown for example, in FIG. 1, display face 12 will have a display face surface area 42 determined by the length L of the display face 12 of the package 10 and the height H of the display face 12 of the package 10. (Of course, packages with other shapes will have different measurements that go into determining the overall display face surface area 42, but in each case such measurements should be easily determined by one of skill in the art. For packages with non-planar display surfaces, the display face is considered to be the portion of the package that the consumer is intended to see when the package is displayed for sale.)

The display face 12 can be any length and height. In some instances, it may be desirable for the package 10 to have a display face 12 that is at least about 10 cm in length and a height of at least about 10 cm. In alternative embodiments, it may be desirable that the package 10 has a display face 12 of at least about 20 cm, at least about 30 cm, at least about 40 cm or at least about 50 cm in length. Likewise, it may be desirable that the package 10 has a display face 12 of at least about 20 cm, at least about 30 cm, at least about 40 cm or at least about 50 cm in length. Any combination of the abut noted dimensions or any other dimensions may be used in the package 10 of the present invention. However, one advantage of the package 10 of the present invention is that it provides a medium for placing at least the holistic message, and thus, larger display faces 12 can provide the package 10 with a billboard-like effect for displaying the holistic message. This is especially impactful when the package(s) 10 are displayed in an array of packages or along side or surrounded by other packages.

Referring to FIG. 1, the particular package 10 has a top portion 14 and a bottom portion 16 of the display face 12.

i. Top Portion of the Display Face

a.). Foliage Area

The top portion 14 of the display face 12 has foliage 11. The foliage 11 has a foliage area 44. The foliage area 44 is the entire area of the display face 12 that is covered by foliage 11 encompassed by the line indicated by the number 44. In one example, the foliage area 44 may be at least about 20% of the area of the display face surface area 42. In other embodiments, the foliage area 44 may be at least about 40%, at least about 50%, at least about 60%, at least about 70%, at least about 75%, at least about 85% or any percentage greater than about 50% of the display face surface area 42.

b). Cap

The top portion 14 may also contain a cap 68 where the product is poured out of the package 10. The cap may be any color. For example, the cap 68 may be green, red, blue, yellow, or any combination of each. In one embodiment, the cap 68 is green to match the color of the foliage 16 which reinforces the holistic message of the package 10. The cap 68 may be any shape. In one embodiment, the cap 68 is the shape of the one of the leaves of the foliage 16 so that the cap 68 reinforces the holistic nature of the package 10.

There are various systems of defining color and intensity. Two common color systems are the HSB system and the L*a*b* system. In Adobe Photoshop 5.0, the color charts define a specific color by using three characters of HSB. For example, in the HSB color system a color H can be
defined along the circumference of a cone from 0 to 360, S refers to saturation which is the distance from 0 to 100 from the center of the cone, and B which is the black-white scale ranges from 0 to 100. In the \( L,a,b \) system, \( L \) refers to the white-black axis and the corresponding color identified in the \( L,a,b \) color solid is defined along three orthogonal axes.

For example,

<table>
<thead>
<tr>
<th>H</th>
<th>S</th>
<th>B</th>
<th>L</th>
<th>a</th>
<th>b</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>100</td>
<td>100</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>100</td>
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<tr>
<td>0</td>
<td>100</td>
<td>100</td>
<td>54</td>
<td>81</td>
<td>70</td>
</tr>
<tr>
<td>240</td>
<td>100</td>
<td>100</td>
<td>30</td>
<td>68</td>
<td>112</td>
</tr>
</tbody>
</table>

There are an unlimited number of colors available and the various intensities of what appears to be the same color can be made by varying \( H, S \), and \( B \). For example, in the \( HSB \) system, \( H \) is constant about 240 and \( B \) is constant at about 100, while \( S \) is changed from about 100 to about 60 the color remains a distinct blue, but changes in the depth or intensity of color. Similarly, \( H \) is constant about 250 and \( S \) is about 100 and \( B \) is about 100 the color which is a color that is definitely blue, but as \( B \) changes from about 100 to about 80 the color changes so it is a darker and more gray blue which causes a darker intensity. In another example, if \( S \) and \( B \) are about 100 a distinct range of dark to light blue occurs as the \( H \) changes from about 190 to about 260. One of skill in the art would readily appreciate that a similar set of examples can be made for several other colors by simply going to Photoshop and going to the “color picking” or double clicking on the background-foreground color area of the tools.

The bottom portion 16 of the display face 12 has a first fruit 18 and a second fruit 20. The second fruit 20 is stacked upon a first fruit 18. In another embodiment, the first fruit 18 is adjacent to the third fruit 34 and the second fruit 20 is stacked on the first fruit 18 and third fruit 34. In this embodiment, only a portion of the second fruit 20 is shown. The portion of the second fruit 20 can be anywhere from about 90% or less of the whole portion of the second fruit 20. The portion of the fruit can be sliced any way. The fruit can be sliced into halves, quarters, or three-quarters.

Referring to FIG. 4, in another embodiment, the bottom portion 16 of the display face 12 of the package 90 has a first vegetable 78 and a second vegetable 80. The second vegetable 80 is stacked upon a first vegetable 80. In another embodiment, the first vegetable 78 is adjacent to the third vegetable 82 and the second vegetable 80 is stacked on the first vegetable 78 and third vegetable 82. In this embodiment, only a portion of the second vegetable 80 is shown. The portion of the second vegetable 80 can be anywhere from about 90% or less of the whole portion of the second vegetable 80. The portion of the vegetable can be sliced any way. The vegetable can be sliced into halves, quarters, or three-quarters.

B. Other Items on the Display Face

As shown in FIG. 1, the brand name/brand logo 30,32 can be located anywhere on the package 10. In one embodiment, the brand name/brand logo 30,32 is located in the top portion 14.

ii. Equity Building Advertising

Equity building advertising 36 and/or product information 38 may be included anywhere on the display face 12. In addition, the particular package 10 shown in FIG. 1 may include a brand name 30 and/or brand logo 32. The brand name/brand logo 30,32 is disposed on the display face 12 and is intended to help the consumer identify the particular product within the package 10 and possibly the manufacturer or distributor of the product. However, in some cases, the package 10 may not include any brand name/brand logo 30,32 on the display face 12. In certain embodiments, the package 10 may also include decorative indicia and/or technical or other written information about the product itself or other information relevant to the end user of the product.

C. Package Panels

The package 10 of the present invention may include more than one panel or face that has the foliage area 44; brand name/brand logo 30,32; first fruit 18 stacked on top of the third fruit 34, as described above. In fact, it may be desirable in certain situations to provide the package 10 with more than one panel or face having generally the same look and indicia as the display face 12. For example, on a package like the one shown in FIG. 1, it may be desirable for the rear panel 28 to be identical to or nearly identical to the display face 12. This can help ensure communication of the display face 12 is displayed to the consumer even if the package 10 is purposefully or mistakenly oriented such that the display face 12 is not facing the consumer when displayed for sale. It can also help ensure that the holistic message 36 is displayed even if the package(s) 20 are not displayed in an orderly fashion, such as, for example, at the end of a shopping day when the packages 20 are not fully stocked and/or may have been re-oriented by shoppers. In other embodiments, any other panel(s) or face(s) of the package 10, such as, for example, the rear panel 24, the bottom panel 26, and/or either or both of the side panels 32 may be the same or similar as the display face 12.

Further, all of the other characteristics and embodiments of the package 10,90 and the array of packages 54,94 described in the sections labeled “Array of Packages” and “Method of Displaying an Array of Packages” are applicable to the package 10,90 described in this section and the disclosure in those sections of the specification should be considered equally applicable to this section and as if it were repeated in detail in this section.

II. Array of Packages

The present invention also includes an array of packages for storing and/or displaying products. One advantage of the array of packages of the present invention is that it provides a way to uniquely display the packages in a way that may help increase the visibility of the packages on display. The array of the present invention may also provide an improved means for attracting the attention of a potential consumer.

As noted above, an array of packages, as used herein, refers to an arrangement of two or more packages. The array can include packages that are all the same in terms of size, shape, the product within the package, the package SKU, the package UPC or any other feature of the package, or may include packages of different sizes, shapes, products within the package, the package SKU or any other feature of the package. In one embodiment, the array does not include packages that are all the same in terms of size, shape, the
product within the package, the package SKU, the package UPC or any other feature of the package. The array of packages 54 can also have different materials for packaging, printing on the package, price, indicia on the product or package, usage instructions or other differences. Accordingly, typically, such different packages would have different SKU numbers and/or different UPCs.

[0060] The array of packages 54 may include packages of different sizes. The different sized packages may include products of different sizes or different numbers of products in each package. For example, if the products are soft drinks, the packages may all include a single bottle or line-up of soft drink, but may include different sizes, price, indicia on the product or package, usage instructions or other differences. Generally, such different packages will have different SKU numbers and/or different UPCs.

[0061] The packages may be arranged in a free-standing condition (i.e., standing and/or stacked on the ground or floor without any display structure holding them) or may be displayed on a structure such as a shelf, pallet, hanger, in a cabinet, or any other structure designed to use for storing and/or displaying the packages for sale. The array of packages 54 can be located such that they are distant or removed from other products and/or packages or may be located next to or intermingled with other products or packages of the same or different manufacturer.

[0062] In the array of packages 54 shown in FIG. 2, the array 54 includes packages 10, 56, 58, and 60. In the particular embodiment shown, the packages 10, 56, 58, and 60 are located on the display shelf 62 such that at packages 10, 56, 58, and 60 are adjacent to one another and are part of the same product line-up (e.g., having the same brand name/brand logo 30, 32) with graphics or indicia that may be the same or different graphics and/or indicia. In yet other embodiments, one or packages 10, 56, 58, and 60 could be adjacent packages from the same product line-up on at least two sides, at least three sides or completely surrounded by such other products.  

[0063] As shown in FIG. 2, package 10, 56, 58, and 60 are each adjacent to one another. Package 10, 56, 58, and 60 have a portion of the first fruit 18 which is adjacent to the portion of the third fruit 34. The portion of the first fruit 18 and the portion of the third fruit 34 create a whole fruit 64. The portion of the first fruit 18 on the first package and the portion of the third fruit 34 on the second package can be located anywhere on the package so long as it completes a whole fruit 64.

[0064] As shown in FIG. 2, package 10, 56, 58, and 60 are each adjacent to one another. Package 10, 56, 58, and 60 have a portion of the first fruit 18 of package 10 which is adjacent to the portion of the third fruit 34 of package 10. The portion of the first fruit 18 of the adjacent package 56 and the portion of the third fruit 34 of package 10 create a whole fruit 64. The portion of the first fruit 18 on package 56 and the portion of the third fruit 34 on package 10 can be located anywhere on the package so long as it completes a whole fruit 64.

[0065] As shown in FIG. 5, package 90, 84, and 86 are each adjacent to one another. Package 90, 84, and 86 have a portion of the first vegetable 82 of package 84 which is adjacent to the portion of the third vegetable 82 of package 90. The portion of the first vegetable 78 of the adjacent package 90 and the portion of the third vegetable 82 of package 90 create a whole vegetable 92. The portion of the first vegetable 78 on package 90 and the portion of the third vegetable 82 on package 84 can be located anywhere on the package so long as it completes a whole vegetable 92.

[0066] In one embodiment of the present invention, as shown in FIG. 3, for example, the array of packages 76 is disposed on a shelving unit 62. The individual packages of the array of packages 76 include packages 70, 72, and 74. In the particular embodiment shown in FIG. 3, the array of packages 76 includes a number of different packages 70, 72, and 74 having the same brand name and/or brand logo 30, 32. In certain embodiments, the array of packages 76 includes different packages having the same or similar products therein. For example, the array of packages 76 shown in FIG. 3 could represent an array of packages 76 including beverages, although any other product or products could also be in the array 76. The different packages 70, 72, and 74 could be different size packages, packages with different amounts (e.g., different levels of pulp, different package sizes) of product in the package, packages including products with different chemical features and/or packages with different SKUs and/or UPCs. Further, the array of packages 76 of the present invention may include a number of different packages including products that are not of the same type, but rather are related products (e.g., a beverage and a food item) or products that are completely unrelated to each other (e.g., beverage with a hand cleanser).

[0067] In another embodiment of the present invention, as shown in FIG. 6, for example, the array of packages is disposed on a shelving unit 62. The individual packages of the array of packages 96 include packages 98, 100, and 102. In the particular embodiment shown in FIG. 6, the array of packages 96 includes a number of different packages 98, 100, and 102 having the same brand name and/or brand logo 30, 32. The different packages 98, 100, and 102 could be different size packages, packages with different amounts (e.g., different levels of pulp, different package sizes) of product in the package, packages including products with different chemical features and/or packages with different SKUs and/or UPCs. Further, the array of packages 96 of the present invention may include a number of different packages including products that are not of the same type, but rather are related products (e.g., a vegetable juice and a vegetable) or products that are completely unrelated to each other (e.g., vegetable juice with a hand cleanser).

[0068] The array of packages 54 of the present invention may be provided as a display of packages separate from other packages not in the array or may be located within a display containing packages other than those in the array of packages 76 of the present invention. In one embodiment, the array of packages 76 of the present invention is located on a display, shelves 62, with other packages that are not part of the array 54. In the particular embodiment shown, the packages that are not part of the array of packages 54 of the present invention include packages having a different brand name/brand logo 30, 32 than the brand name/brand logo 30, 32 of the packages 10, 56, 58, and 60 or 70, 72, and 74 of the array of the packages 54, 76 of the present invention. In the particular shelf setup, the packages of the array 54, 76 represent packages of product that are similar in nature to the packages 10, 56, 58, and 60 or 70, 72, and 74 of the array of packages 54, 76 of the present invention. Thus, for example, the packages could be another manufacturer’s brand of orange juice if the array of packages 54, 76 included packages for orange juice. Alternatively, the package could include any number of dif-
ferent products, including products of the same general nature, i.e., beverage products but not orange juice, or could be completely different products from the products in the packages 10, 56, 58, and 60 of the array of packages 54 shown. Further, unlike this embodiment, the packages that are not part of the array of packages 54 of the present invention could be any number of different brands and should not be con-
trolled to the particular arrangement of the array of packages 54 of the present invention or the surrounding pack-
ages. Rather, the figure is just one exemplary embodiment used to help illustrate the impact of the creating a display presence.

Further, all of the other characteristics and embodiments of the package 10, 90 and the array of packages 54, 94 described in the sections labeled “Package” and “Method of Displaying an Array of Packages” are applicable to the package 10, 90 described in this section and the disclosure in those sections of the specification should be considered equally applicable to this section and as if it were repeated in detail in this section.

III. Method of Displaying an Array of Packages

The present invention also includes a method of displaying an array of packages including one or more prod-
ucts therein. In particular, the method includes displaying an array of packages in a retail or wholesale setting. The method includes providing an array of packages including at least one package having a display face 12 including foliage 16, a first fruit 18, a second fruit 20 which is stacked upon the first fruit 18. In one embodiment, there may be a third fruit 34 which is adjacent to the first fruit 18, wherein the display face is intended to be displayed to the consumer when the package is displayed for sale.

In one embodiment, as shown in FIG. 2, the method for displaying an array of packages 54 includes providing at least one first package 10, such as one of the package(s) 10, 56, 58, and 60. The first package 10 and the second package 56 both have at least a display face 12. The display face 12 has a display area 42 and includes foliage 16, a first fruit 18, a second fruit 20 which is stacked upon the first fruit 18. In one embodiment, there may be a third fruit 34 which is adjacent to the first fruit 18, wherein the display face is intended to be displayed to the consumer when the package is displayed for sale.

In another embodiment, as shown in FIG. 5, the method for displaying an array of packages 94 includes providing at least one first package 90, such as one of the package(s) 90, 84, and 86. The first package 90 and the second package 84 both have at least a display face 12. The display face 12 has a display area 42 and includes foliage 16, a first vegetable 78, a second vegetable 80 which is stacked upon the first vegetable 78. In one embodiment, there may be a third vegetable 82 which is adjacent to the first vegetable 78, wherein the display face 12 is intended to be displayed to the consumer when the package is displayed for sale.

The method of the present invention may also includes locating at least one first package 10 close enough to at least one second package 56 such that both the first package 10 and the second package 56 can both be seen by the con-
sumer at the same time. In certain embodiments, it may be desirable that at least one first package 10 is located adjacent at least one second package 56, as is shown in FIG. 2, but the packages 10 and 56 need not be adjacent each other in all embodiments. It may also be desirable to provide an array of packages 54 wherein at least one first package 10 is located such that at least two sides of the first package 10 are adjacent to one or more second packages 56. This too is shown in FIG. 1, wherein the first package 10 has a rear panel 28, a top panel 24, a bottom panel 26, and side panels 22. In one embodiment of the present invention, an array of packages 54 is provided, as stated above, including at least one first package 10 and at least one second package 56. In this embodiment, the first package 10 has a first SKU. The second package 56 that is provided has a second SKU that is different from the first SKU. In certain embodiments, the first product in the first package 10 may be the same as the second product in the second package 56. In such cases, the first package 10 and the second package 56 with different SKUs will generally differ in at least one way. For example, the first package 10 and the second package 56 may have one or more of the following differences: product size or number or products in the pack-
age, amount of material on the product, indiciation or graphics on the product, color of the product, product usage instructions or the like. In other embodiments, the first product in the first package 10 may be physically or chemically different in some way from the second product in the second package 56. For example, the first product could be a base or standard quality product and the second product could be a premium or economy product.

Further, all of the other characteristics and embodiments of the package 10 and the array of packages 54 described above in the sections labeled “Package” and “Array of Packages” are applicable to the methods of displaying the array of packages described in this section and the disclosure in those sections of the specification should be considered equally applicable to this section and as if it were repeated in detail in this section.

IV. Internet

The capabilities of the present invention can be implemented in software, firmware, hardware or some combination thereof.

As one example, one or more aspects of the present invention can be included in an article of manufacture (e.g., one or more computer program products) having, for instance, computer usable media. The media has embodied therein, for instance, computer readable program code means for providing and facilitating the capabilities of the present invention. The article of manufacture can be included as a part of a computer system or sold separately.

Additionally, at least one program storage device readable by a machine, tangibly embodying at least one program of instructions executable by the machine to perform the capabilities of the present invention can be provided.

All documents cited in the Detailed Description of the Invention are, in relevant part, incorporated herein by reference; the citation of any document is not to be construed as an admission that it is prior art with respect to the present invention. To the extent that any meaning or definition of a term in this written document conflicts with any meaning or definition of the term in a document incorporated by reference, the meaning or definition assigned to the term in this written document shall govern.

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is therefore intended to cover in
the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. A package for storing and/or displaying products, the package comprises:
   i. an outer side having a top portion and a bottom portion;
      a.) said top portion has a foliage, said foliage has a foliage area,
      b.) said bottom portion has a first fruit and a second fruit wherein said second fruit is stacked upon a first fruit, and
   ii. an inner side.

2. A package of claim 1 wherein said first fruit is selected from a group comprising orange, apricot, guava, mango, banana, apple, strawberry, raspberry, peach, and grape.

3. A package of claim 1 wherein said second fruit is selected from a group comprising orange, apricot, guava, mango, banana, apple, strawberry, raspberry, peach, and grape.

4. A package of claim 1 wherein said outer side has a display face has said top portion and said bottom portion.

5. A package of claim 4 wherein said top portion is less than about 50% of the display face and said bottom portion is less than about 50% of the display face.

6. A package of claim 1 wherein said top portion has a cap.

7. A package of claim 1 wherein said cap is selected from a group comprising red, blue, green, yellow, orange, white, black.

8. A package for storing and/or displaying products, the package comprises:
   i. an outer side having a.) an outer side area; b.) a top portion and c.) a bottom portion;
      a. said top portion has a foliage, said foliage has a foliage area wherein said foliage covers more than 25% of the outer side area and
      b. said bottom portion has a first fruit and a second fruit wherein said second fruit is stacked upon a first fruit, and
   II. an inner side.

9. A package for storing and/or displaying products, the package comprises:
   i. an outer side having a.) an outer side area; b.) a top portion and c.) a bottom portion;
      a. said top portion has a foliage, said foliage has a foliage area wherein said foliage covers more than 25% of the outer side area and
      b. said bottom portion has a first fruit, a second fruit, a third fruit wherein said third fruit is cut open wherein said first fruit adjacent to said second fruit and said third fruit is stacked upon said first fruit and said second fruit.
   II. an inner side.

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