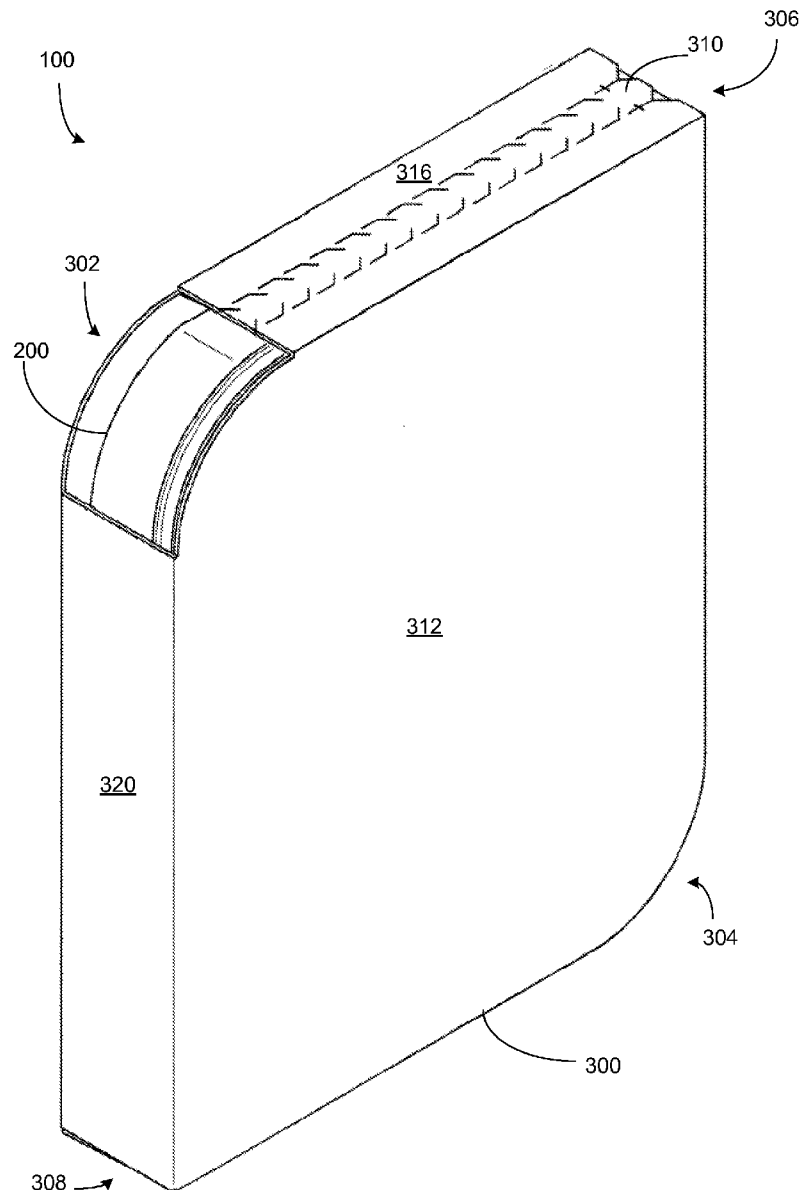




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(US); **Jordan R. French**,
Evansville, IN (US)(51) **Int. Cl.**
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B65D 85/00 (2006.01)(52) **U.S. Cl.** **426/106; 220/669**(73) Assignee: **ConAgra Foods RDM, Inc.**,
Omaha, NE (US)(57) **ABSTRACT**(21) Appl. No.: **12/782,821**

A packaging nexus that drives a predetermined message to facilitate a consumer message is described. The nexus formed from the one or more components of the packaging assembly is configured to collectively signal and/or reinforce a predetermined message and at least partially facilitate a consumer impression.

(22) Filed: **May 19, 2010**

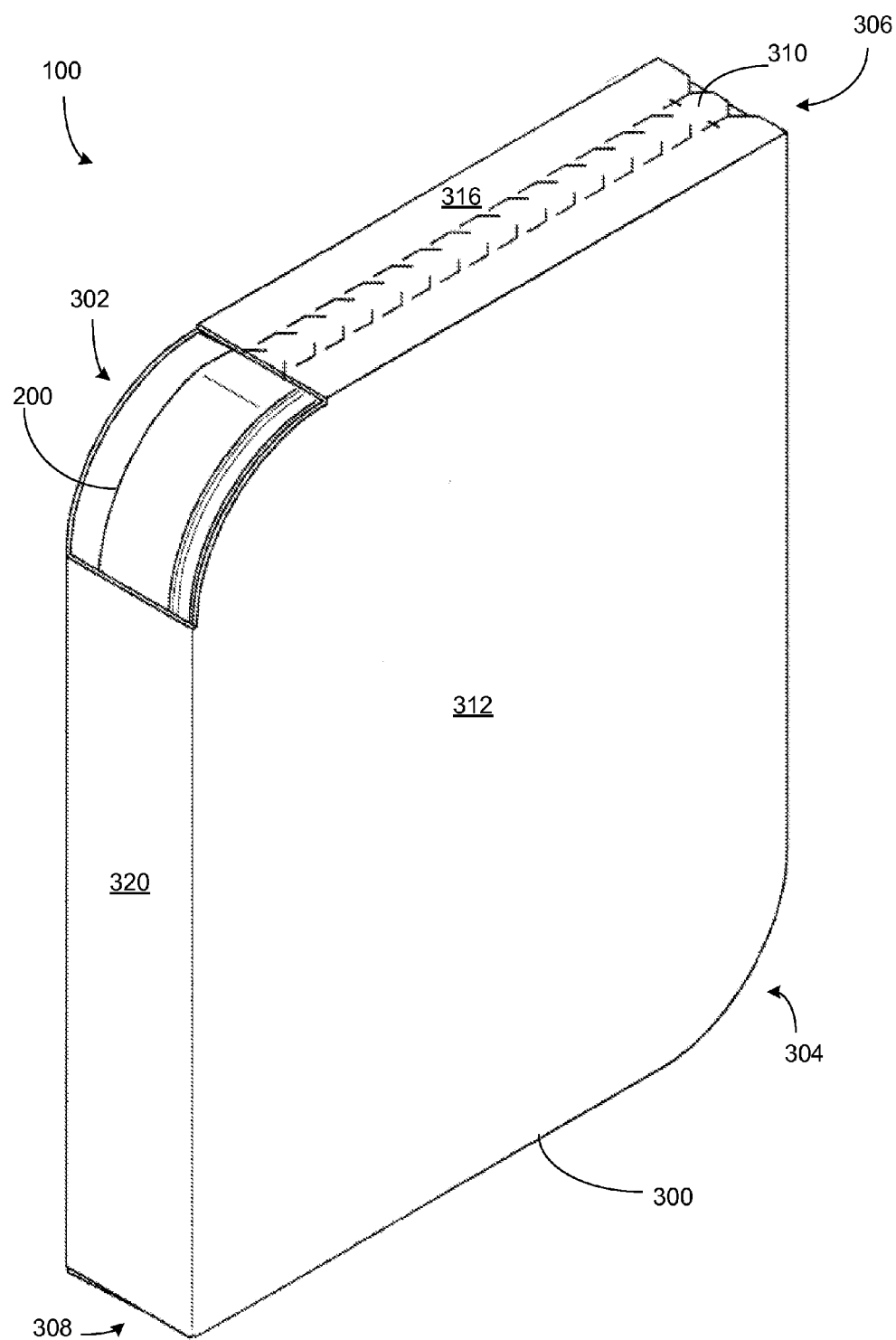


Fig. 1

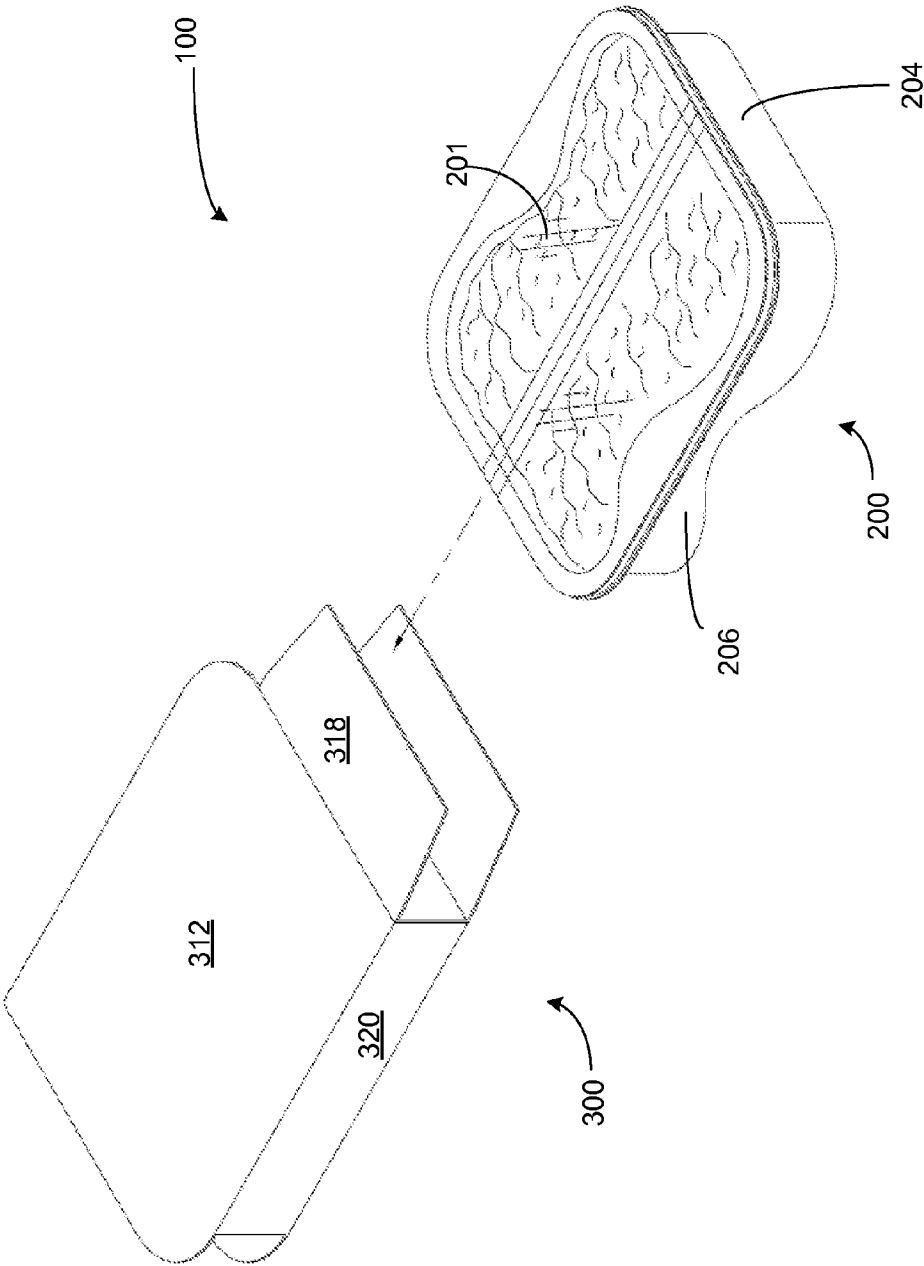


Fig. 2

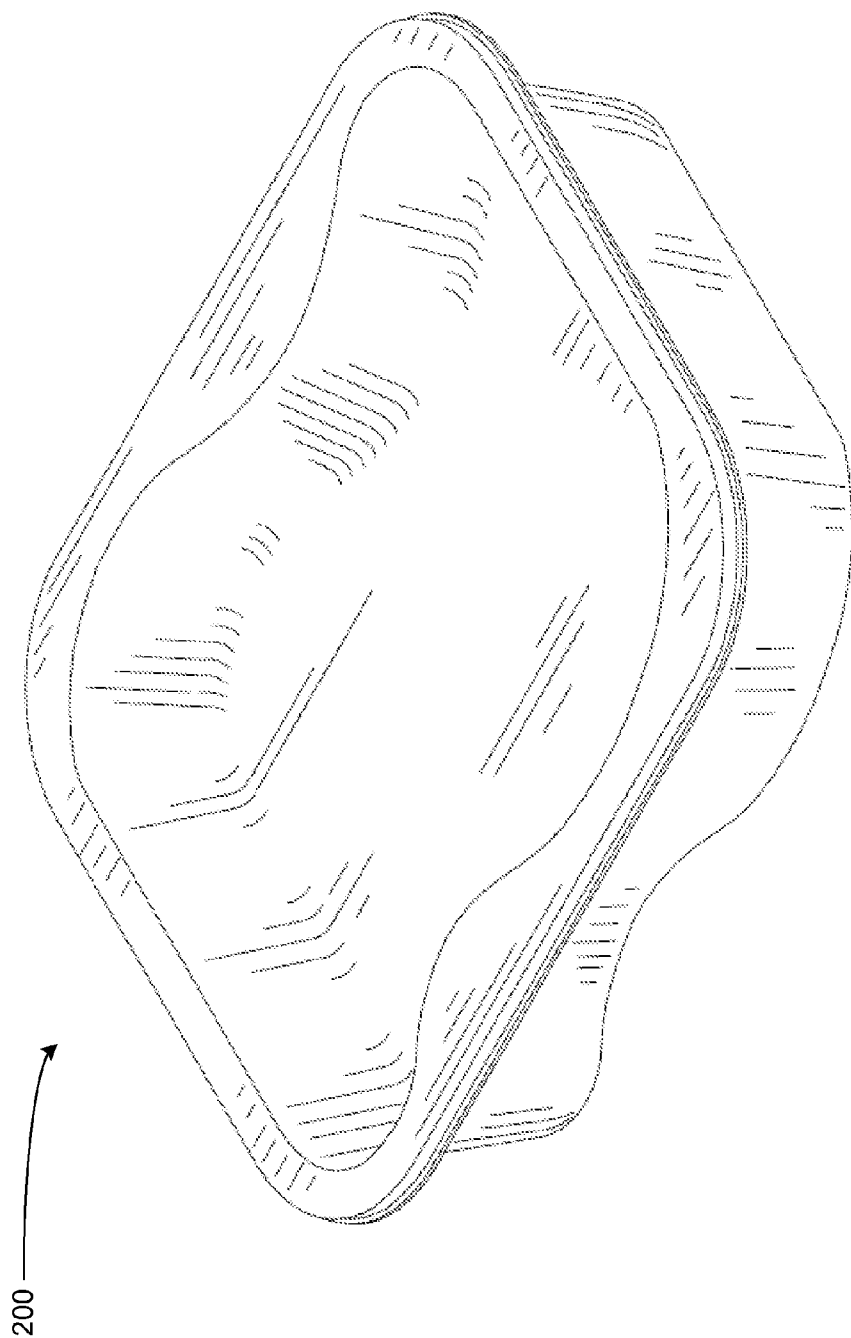


Fig. 3A

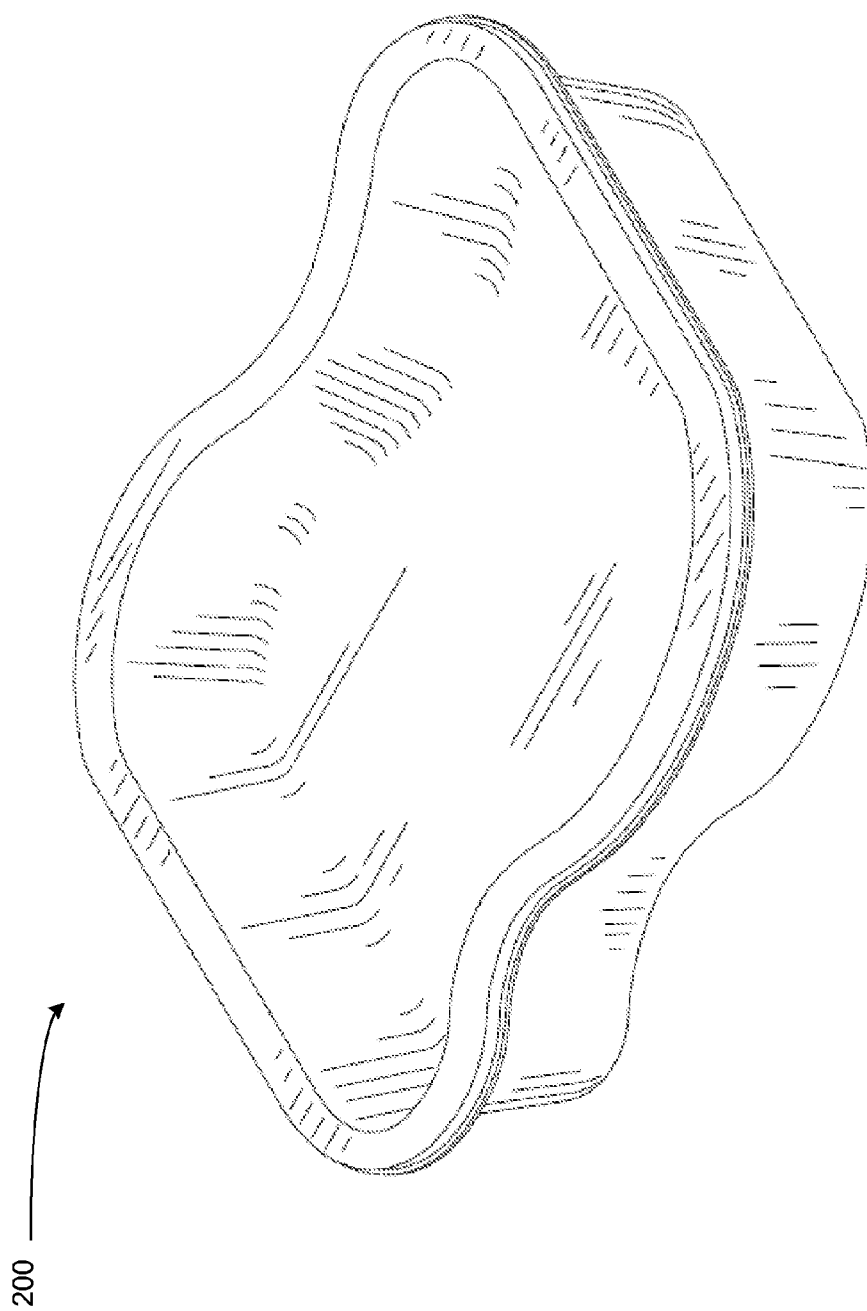


Fig. 3B

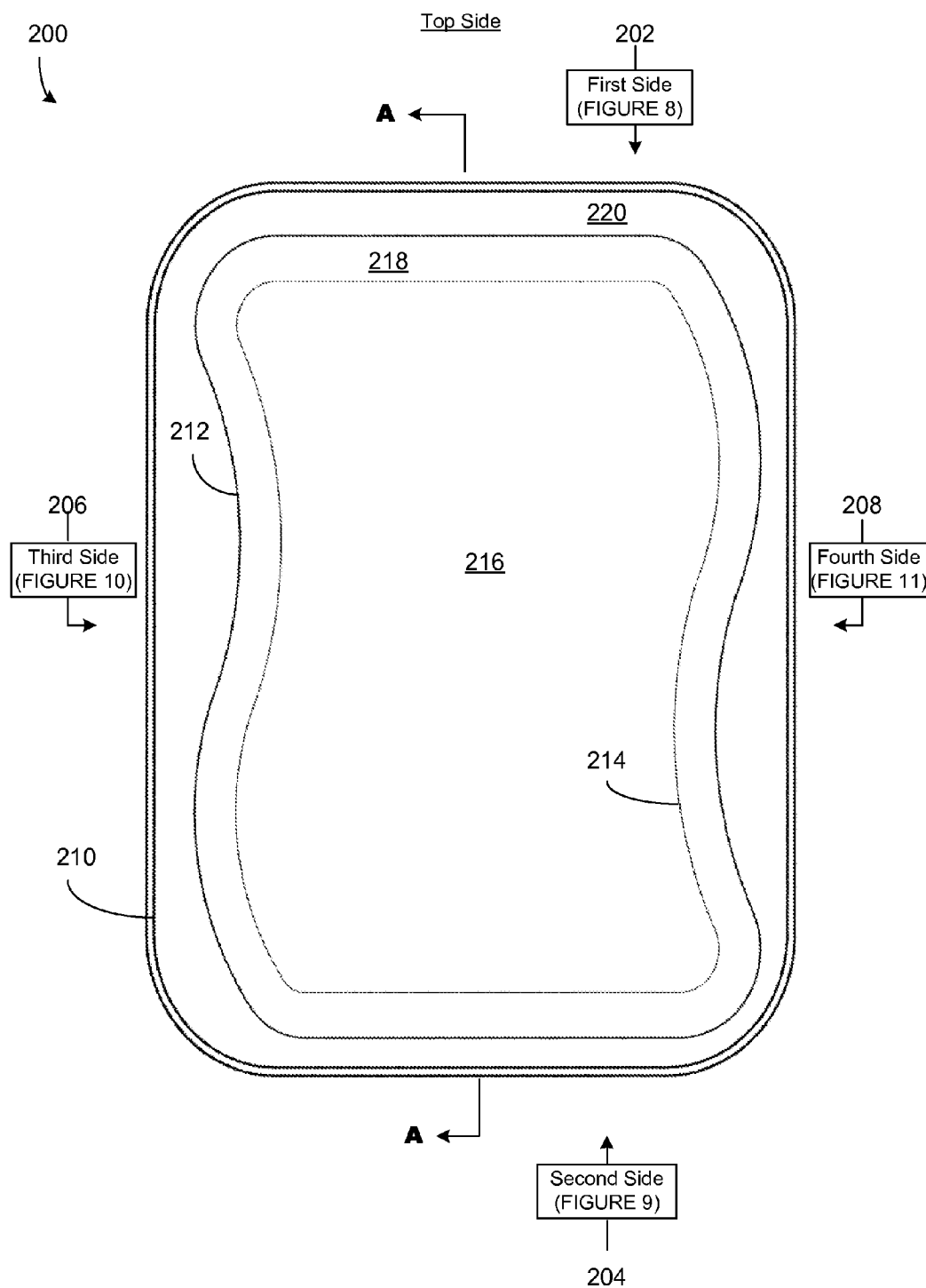


Fig. 4

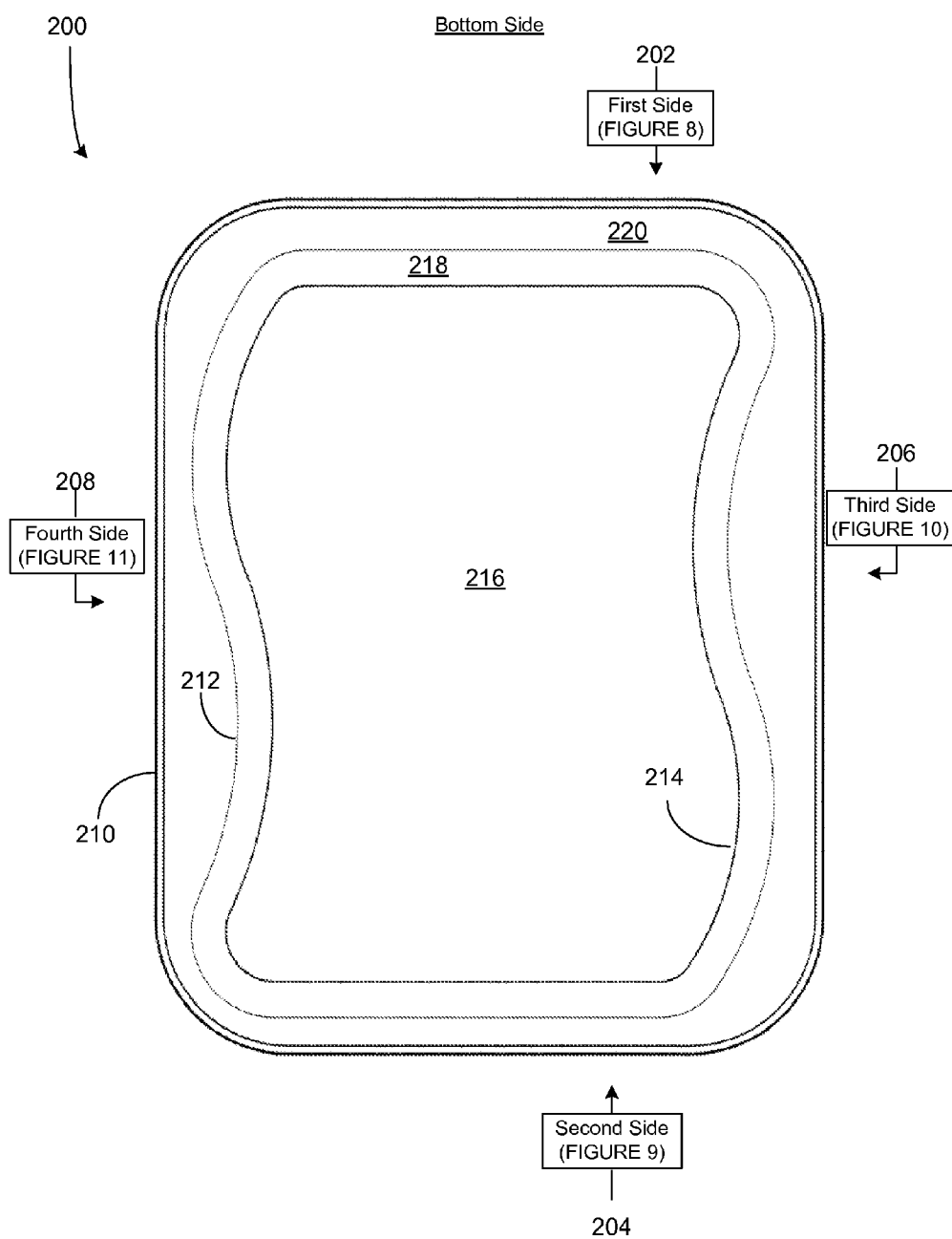


Fig. 5

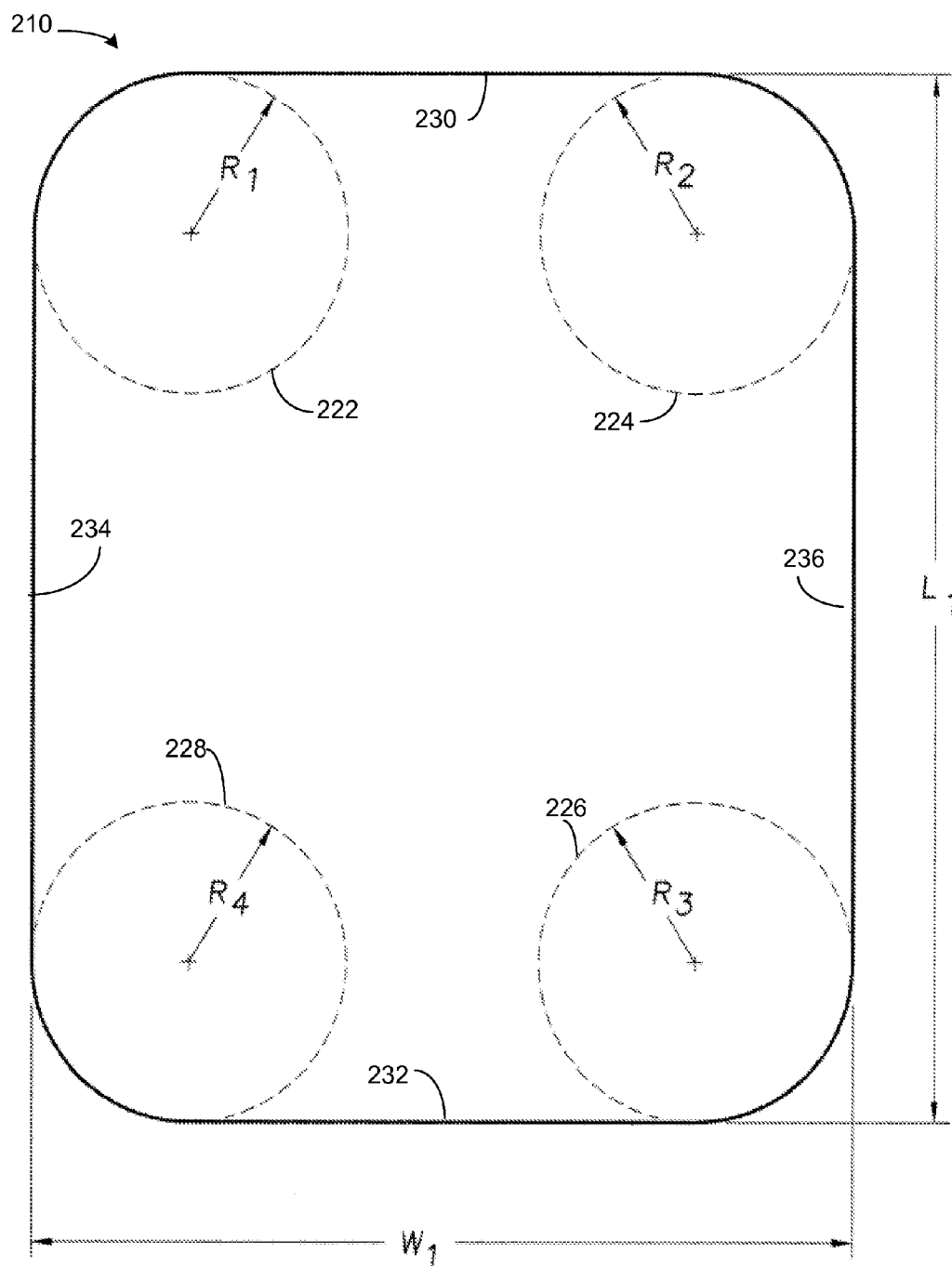


Fig. 6

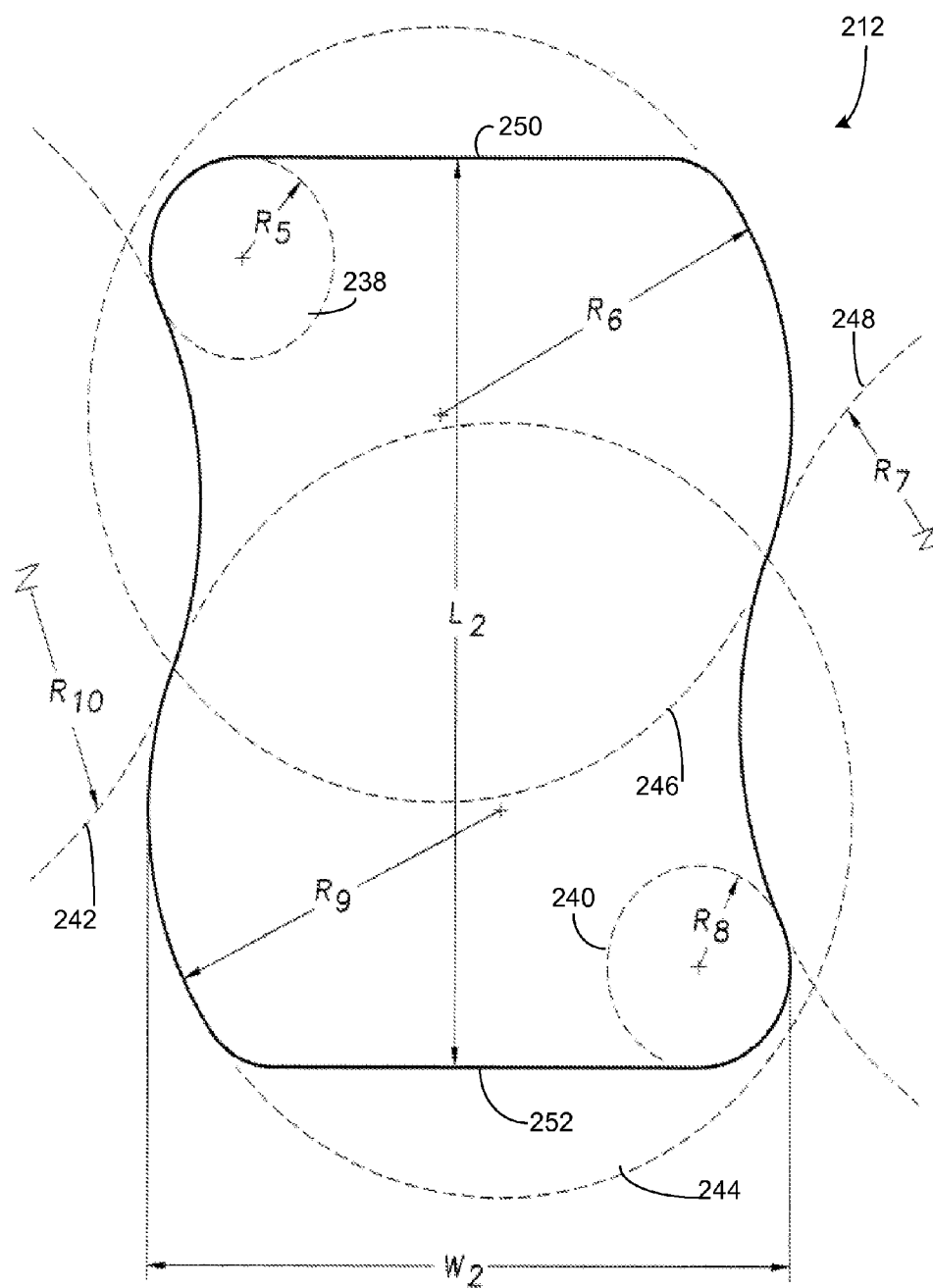


Fig. 7

202
First Side

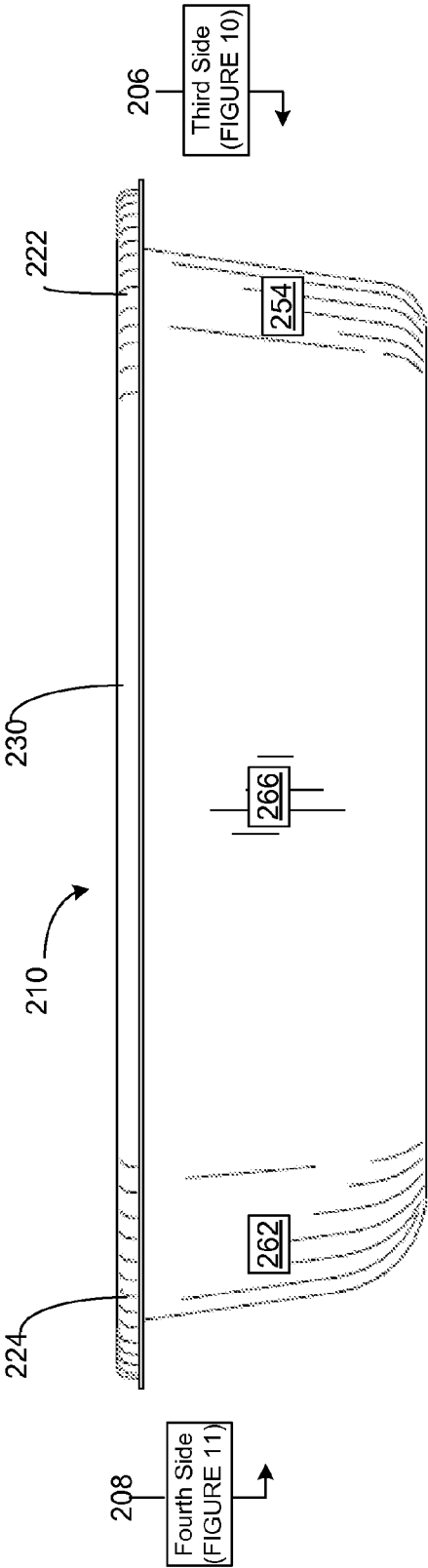


Fig. 8

204
Second Side

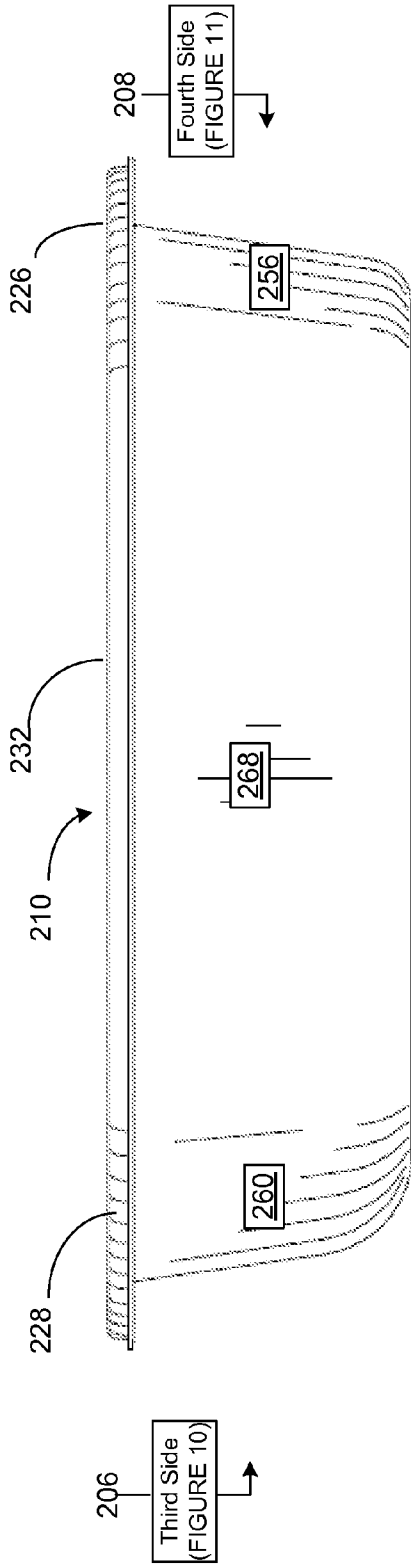


Fig. 9

206
Third Side

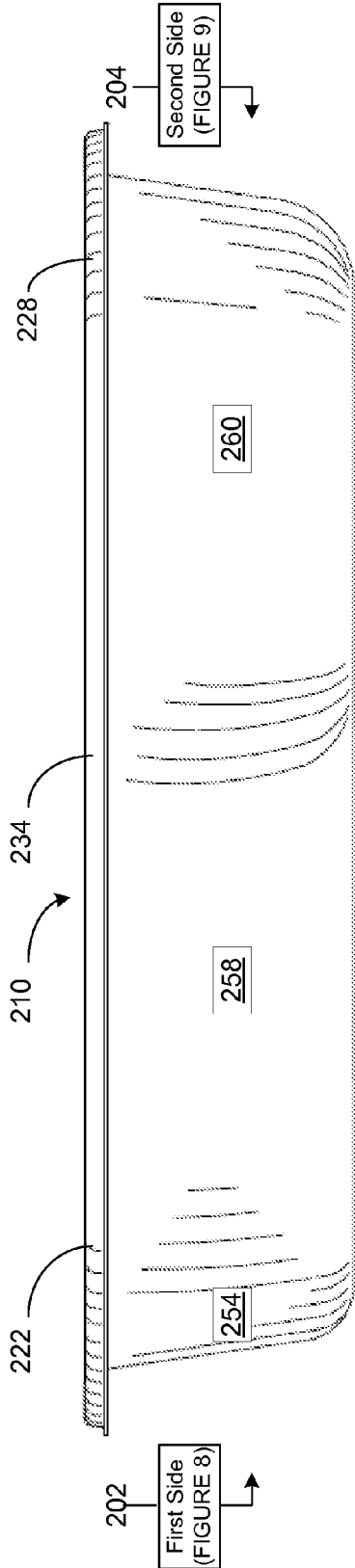


Fig. 10

208
Fourth Side

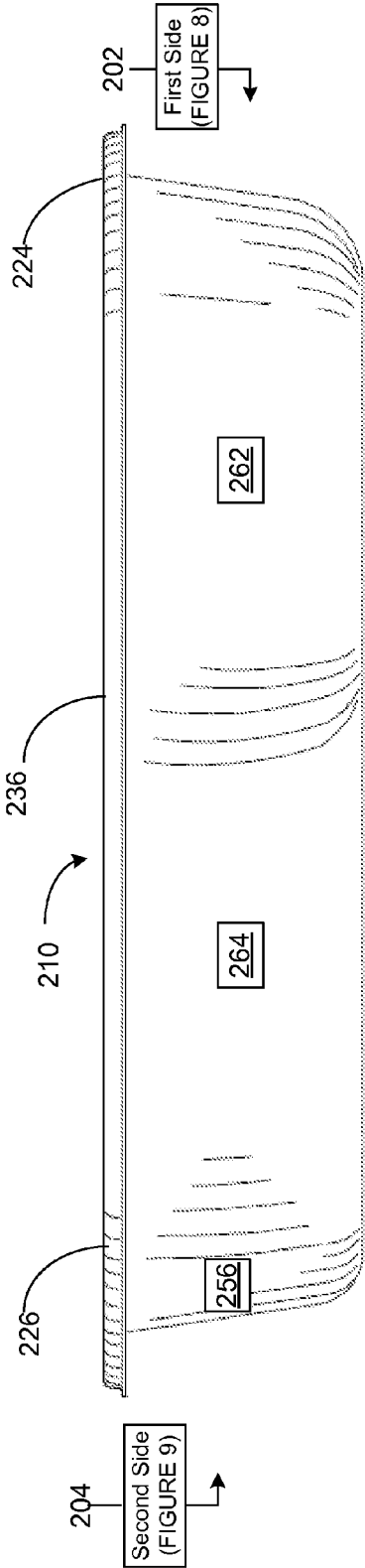


Fig. 11

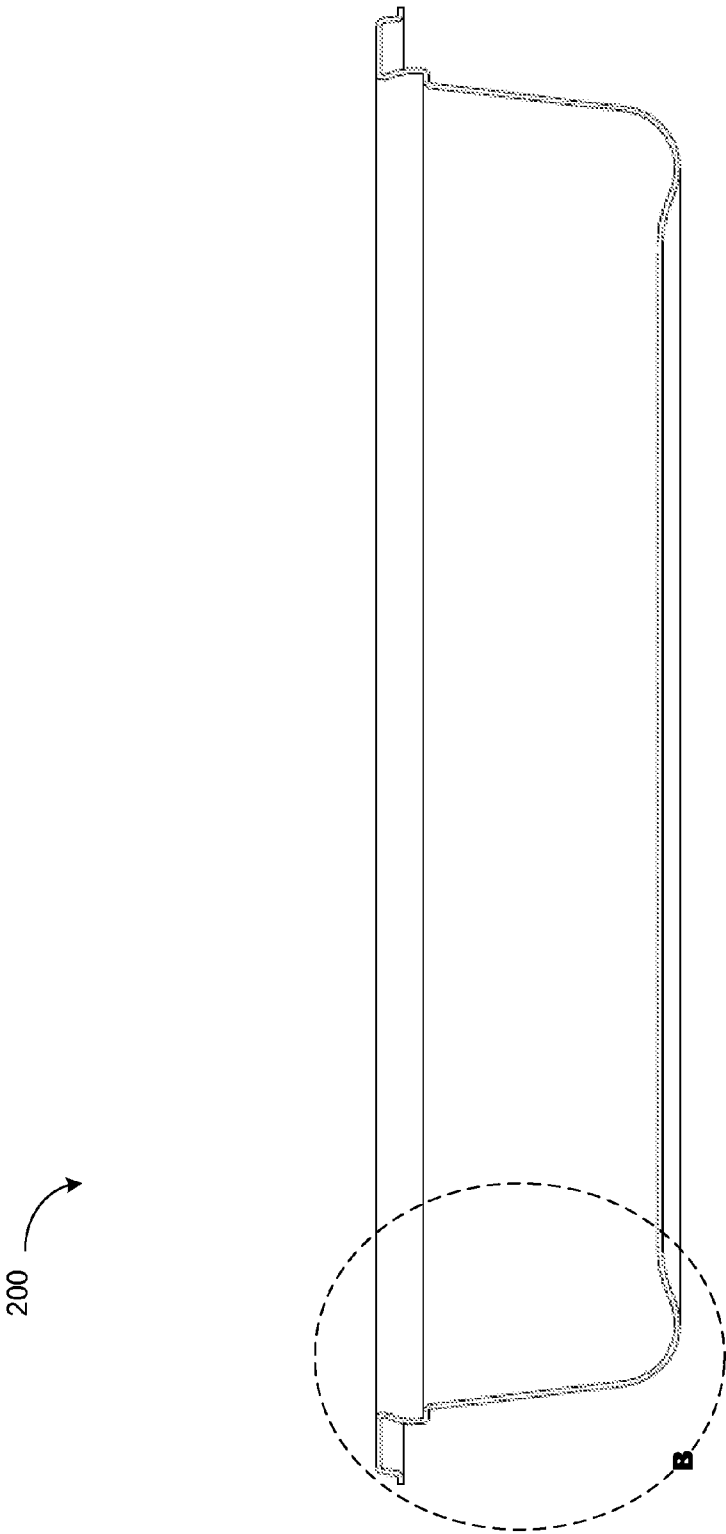


Fig. 12

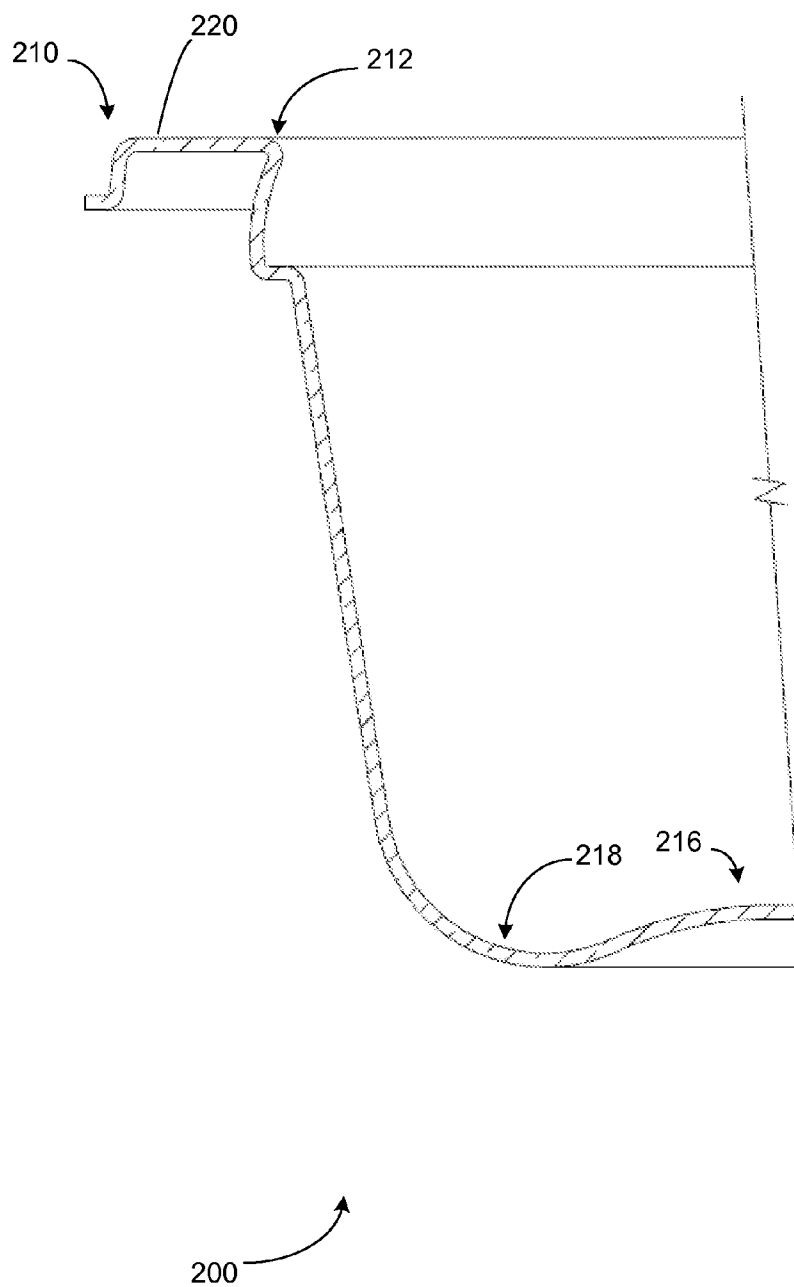


Fig. 13

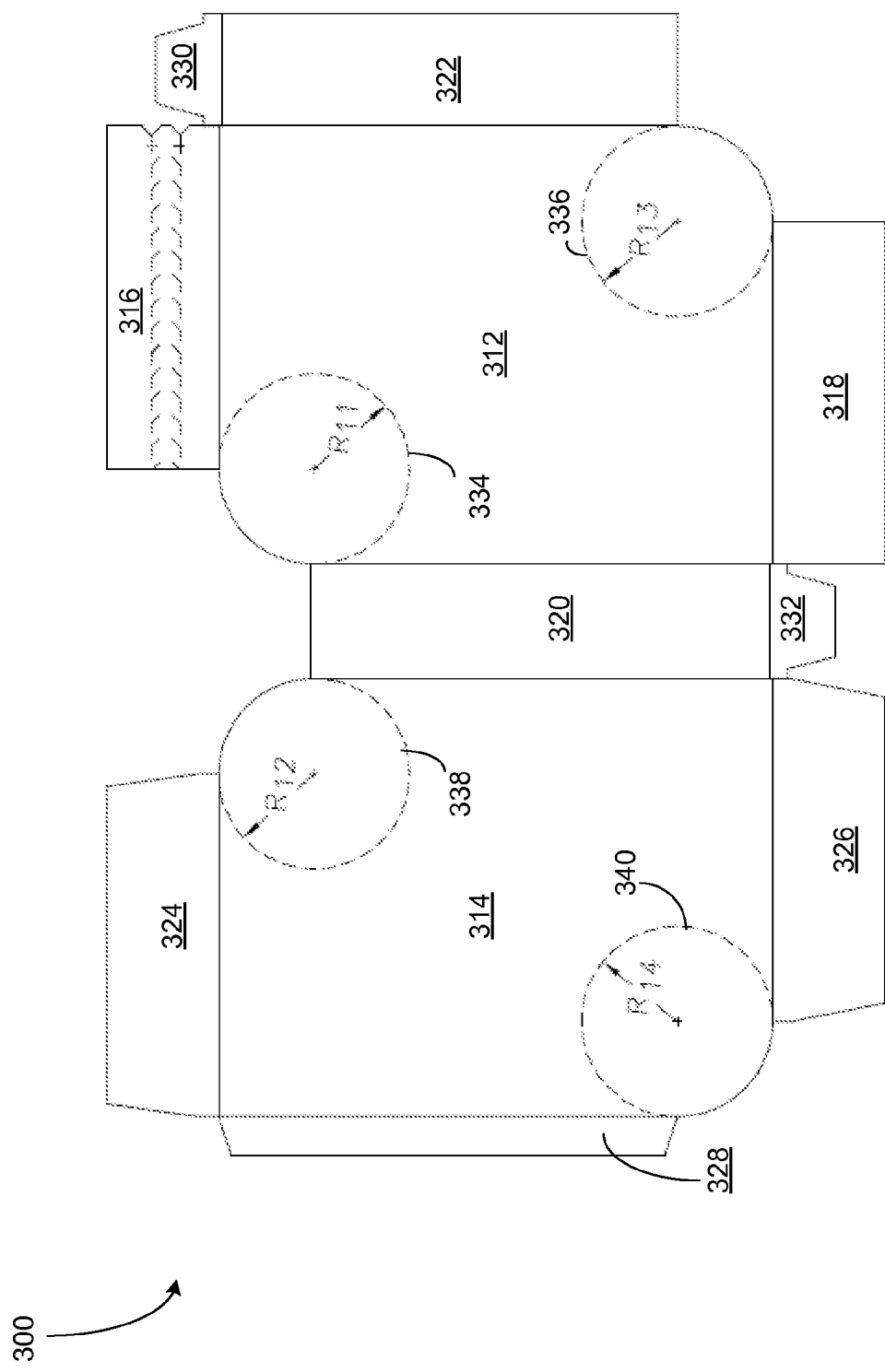


Fig. 14

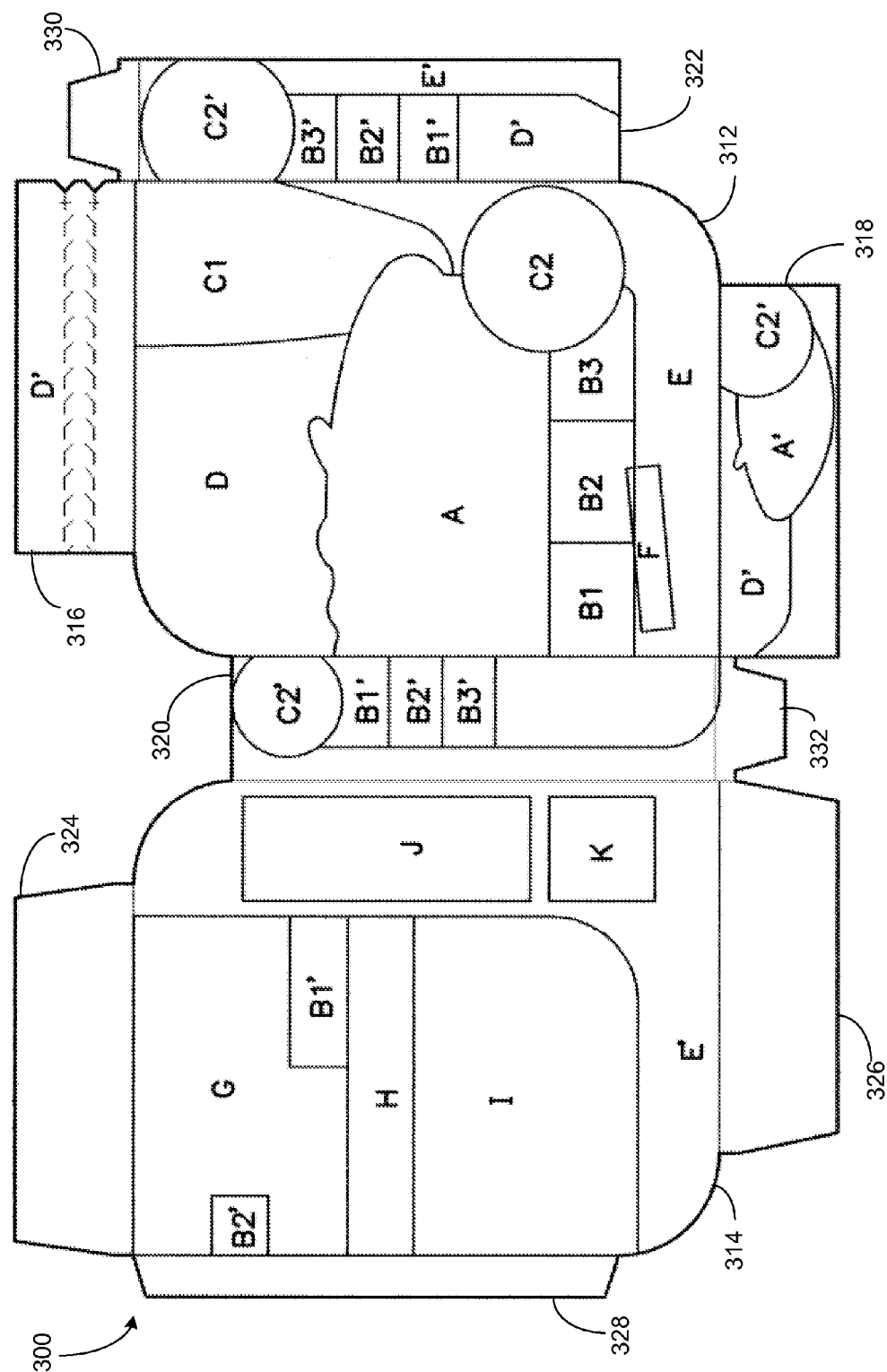


Fig. 15

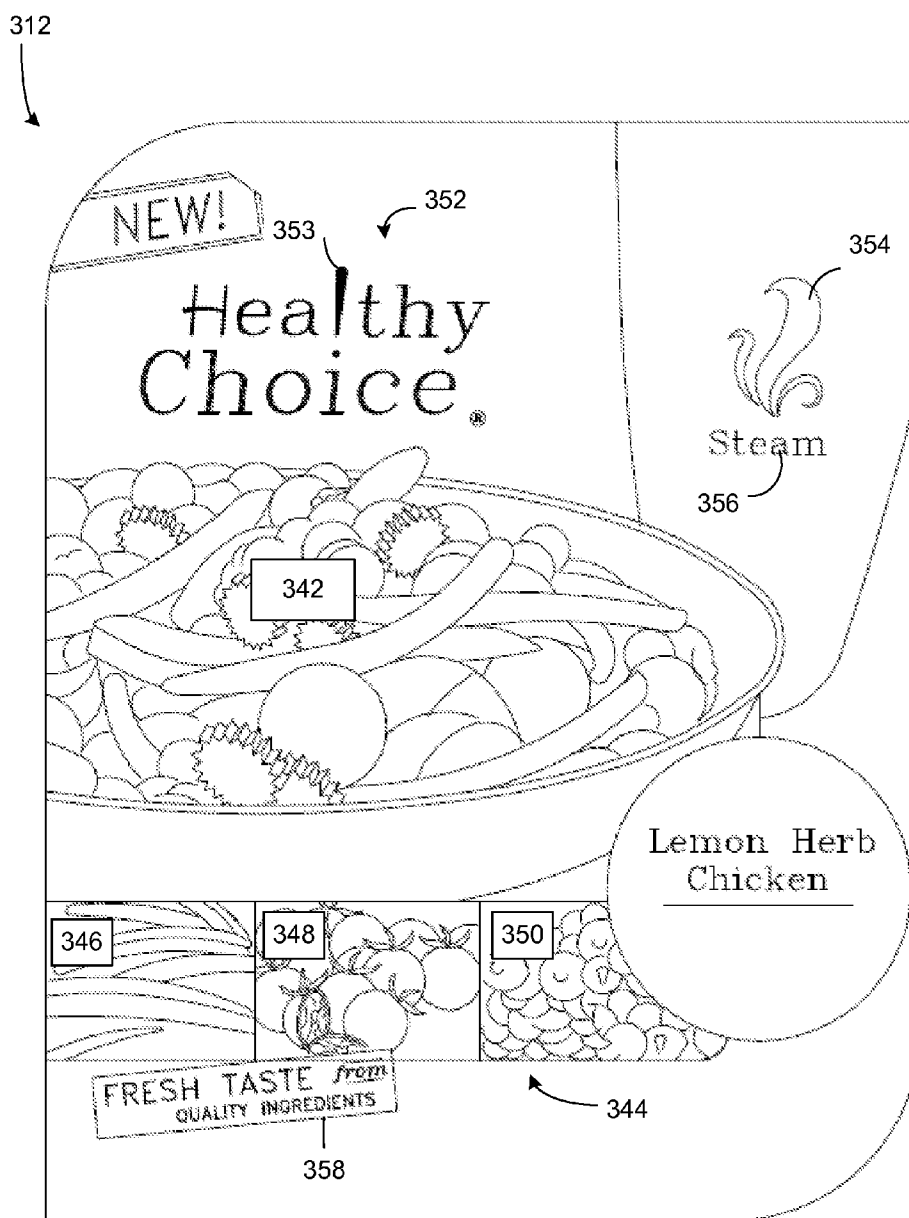


Fig. 16

314

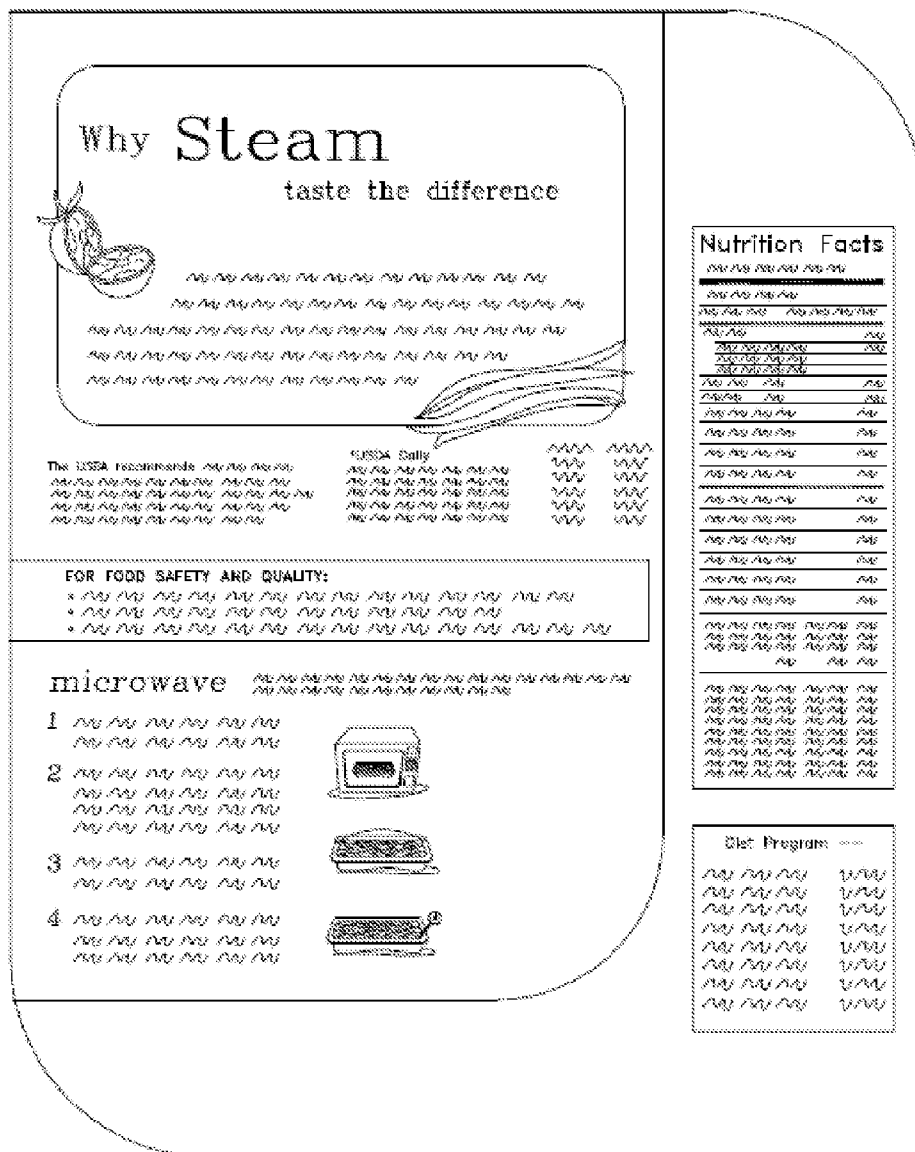


Fig. 17

316

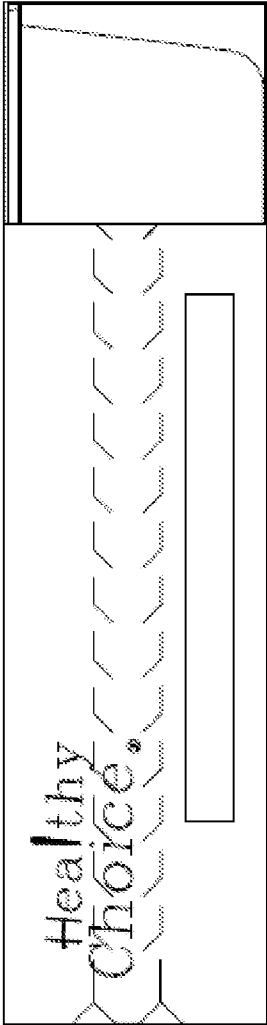


Fig. 18

318

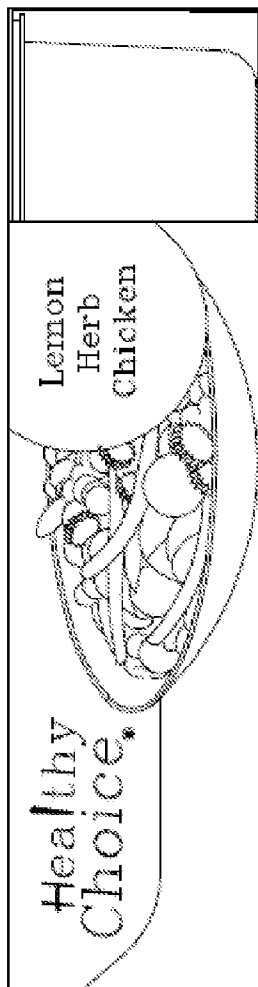



Fig. 19

320

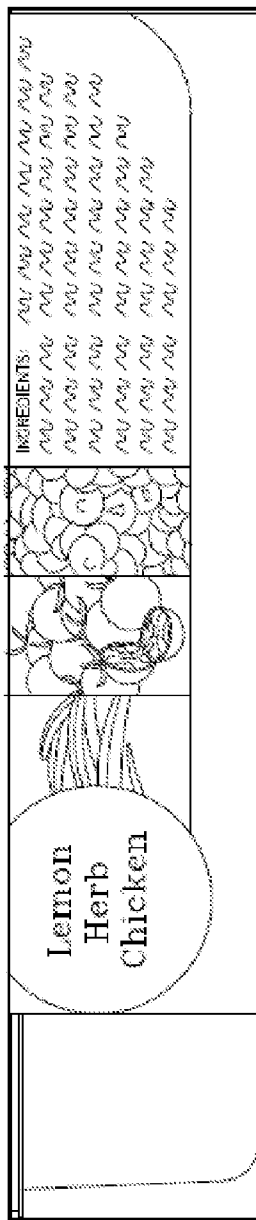



Fig. 20

322

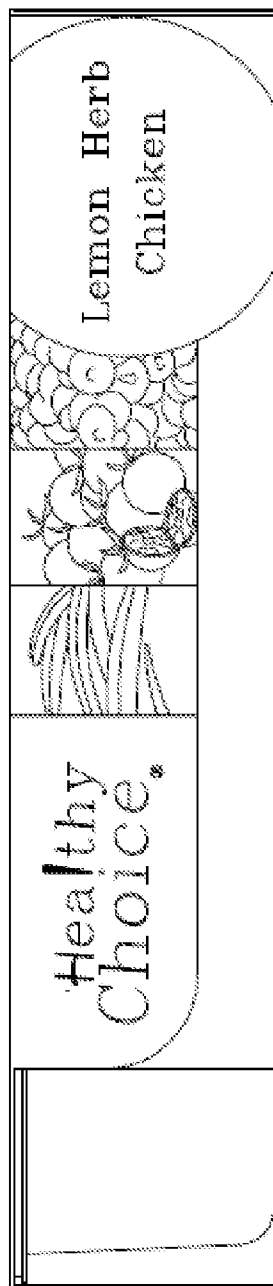
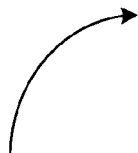


Fig. 21

PACKAGING ASSEMBLY

BACKGROUND

[0001] A consumer decision on whether to purchase a product can be partially influenced by the consumer's impression of the product at the point-of-sale. A consumer decision on whether to repurchase a product can be partially influenced by recollections of the impression of the product along with recollections of impressions during the use of the product after purchase.

SUMMARY

[0002] This Summary is provided to introduce a selection of concepts in a simplified form that are further described below in the Detailed Description. This Summary is not intended to identify key and/or essential features of the claimed subject matter. Also, this Summary is not intended to limit the scope of the claimed subject matter in any manner.

[0003] Aspects of the disclosure pertain to a packaging assembly that includes a nexus between one or more elements of the packaging assembly. The nexus formed from the one or more components of the packaging assembly is configured to collectively signal and/or reinforce a predetermined message and at least partially facilitate a consumer impression.

BRIEF DESCRIPTION OF THE DRAWINGS

[0004] FIG. 1 is an example perspective of the packaging assembly that illustrates the packaging assembly in a sealed state.

[0005] FIG. 2 is an example perspective of the packaging assembly of FIG. 1 that illustrates the packaging assembly prior to being sealed.

[0006] FIG. 3A is an example perspective of the container of the packaging assembly.

[0007] FIG. 3B is an example perspective of a second embodiment of a container of the packaging assembly.

[0008] FIG. 4 is an example top side of the container of the packaging assembly.

[0009] FIG. 5 is an example bottom side of the container of the packaging assembly.

[0010] FIG. 6 is an example dimensional diagram indicating the rim outer edge of the container.

[0011] FIG. 7 is an example dimensional diagram indicating the rim inner edge of the container.

[0012] FIG. 8 is an example first side of the container of the packaging assembly.

[0013] FIG. 9 is an example second side of the container of the packaging assembly.

[0014] FIG. 10 is an example third side of the container of the packaging assembly.

[0015] FIG. 11 is an example fourth side of the container of the packaging assembly.

[0016] FIG. 12 is an example cross-sectional view of the container taken along lines A-A in FIG. 4.

[0017] FIG. 13 is magnified view of area B in FIG. 12.

[0018] FIG. 14 is an example structural configuration of the sleeve of the packaging assembly

[0019] FIG. 15 is an example indicator field diagram associated with the sleeve of the packaging assembly.

[0020] FIG. 16 is an example sleeve front with example indicators populated in the indicator fields of FIG. 15.

[0021] FIG. 17 is an example sleeve back with example indicators populated in the indicator fields of FIG. 15.

[0022] FIG. 18 is an example sleeve first side with example indicators populated in the indicator fields of FIG. 15.

[0023] FIG. 19 is an example sleeve second side with example indicators populated in the indicator fields of FIG. 15.

[0024] FIG. 20 is an example sleeve third side with example indicators populated in the indicator fields of FIG. 15.

[0025] FIG. 21 is an example sleeve fourth side with example indicators populated in the indicator fields of FIG. 15.

DETAILED DESCRIPTION

[0026] Aspects of the disclosure are described more fully hereinafter with reference to the accompanying drawings, which form a part hereof, and which show, by way of illustration, example features. The features can, however, be embodied in many different forms and should not be construed as limited to the combinations set forth herein; rather, these combinations are provided so that this disclosure will be thorough and complete, and will fully convey the scope. Among other things, the features of the disclosure can be facilitated by methods, devices, and/or embodied in articles of commerce. The following detailed description is, therefore, not to be taken in a limiting sense.

[0027] Dimensions are used throughout the description for exemplary purposes only. The description is not limited to any particular dimension set forth herein. For example, dimensions associated with the packaging assembly 100 can vary depending on desired size and shape of the packaging assembly 100. Moreover, the dimensions of any one of the components of packaging assembly 100 can be factored by a common multiplier to maintain the general shape of packaging assembly 100 while increasing or decreasing the respective size of packaging assembly 100.

[0028] Indicia is described and indicated throughout the specification and the figures. This description is not limited to any particular indicia type. Indicia can include structural indicia, textual indicia, image indicia and combinations thereof. Structural indicia can include a packaging configuration and/or shape. Other types of structural indicia can include one or more structural portions of container 200. Still other types of structural indicia can include one or more structural portions of sleeve 300. Yet other types of structural indicia can include a combination of structure from container 200 and sleeve 300. Textual indicia can include letters, words, sentences, symbols, numbers, dialog and combinations thereof. Image indicia can include photographs, pictures, drawings, paintings, holograms, icons and combinations thereof.

[0029] Consumer impressions can facilitate a purchase of any type of product. Yet, consumer impressions of a product can play a heightened role in relation to the purchase of transformative consumer products. A transformative consumer product is a product that includes multiple states from production to ultimate use. For example, a packaged food product can be considered a transformative consumer product. As other examples, refrigerated food products, prepared meals, box meals and the like can be transformative consumer products.

[0030] As an example associated with a food product at production, ingredients can be obtained in a prepackaged state. The ingredients can then be transformed to create a food product. The food product can then be transformed by packaging and shipping to a point-of-sale. After purchase, the food product is again transformed into a cooked food product

ready for consumption. For example, the food product can be cooked in a microwave, steamed in a microwave, pressure cooked in a microwave, and combinations thereof. As other examples, the food product can be cooked via a stove, a grill or a conventional oven. In such a situation, consumer impressions play a heightened role in relation to the transformative consumer product because the preprocessed ingredients used to form the product can be perceived quite different in a prepackaged state as opposed to a packaged state. Also, the packaged state of the food product can be perceived quite different than the cooked state of the product. Accordingly, given that a user experience with the food product may not be readily ascertainable when the product is in the packaged state, an opportunity arises to frame or mold a perception of such an experience via a nexus of the packaging arrangement that drives a predetermined message.

[0031] As more fully set forth below, the disclosure herein pertains to a packaging nexus between one or more components of a packaging assembly. The nexus formed from the one or more components of the packaging assembly is configured to collectively signal and/or drive a predetermined message from the point-of-sale to the ultimate consumption of the consumer product.

[0032] Packaging Assembly

[0033] FIG. 1 is an example perspective of packaging assembly 100 that illustrates packaging assembly 100 in a sealed state. As more fully set forth below, packaging assembly 100 includes container 200 and sleeve 300. Container 200 can include a container suitable for cooking. For example, container 200 can include a microwave container, oven container, stove top container, and the like. Container 200 can be formed from a microwavable material such as a plastic. In other aspects, container 200 can be made of a paper composition, metal composition or other material suitable for cooking a food product. Sleeve 300 can include a substrate for facilitating an indicia and structural nexus for conveying a predetermined message. Sleeve 300 can include a substrate formed from a paper component, a laminated paper component, a plastic component and the like. Sleeve 300 can be arranged to at least partially enclose container 200. Sleeve 300 can include first corner opening 302 and second corner opening 304. First corner opening 302 and second corner opening 304 provide an opening so that a consumer can view container 200 through sleeve 300. Such corner openings 302 and 304 can further distinguish packaging arrangement 100 from other fully enclosed packages that may be located on a shelf at the point-of-sale. First corner opening 302 and second corner opening 304 are further arranged as set forth below to create a nexus between container 200 and sleeve 300 to drive a predetermined message.

[0034] Sleeve 300 can also include first closed corner 306 and second closed corner 308. First closed corner 306 and second closed corner 308 can provide a flat base for packaging assembly 100 when packaging assembly 100 is positioned in an upright position on a display shelf at the point-of-sale. Also, as more fully set forth below, sleeve 300 includes sleeve front 312, sleeve back 314 (see FIGS. 14 and 15), sleeve first side 316, sleeve second side 318 (see FIGS. 14 and 15), sleeve third side 320, and sleeve fourth side 322 (see FIGS. 14 and 15).

[0035] Opening feature 310 can be located along sleeve first side 316. Opening feature 310 can include any type of structure for opening sleeve 300. For example opening feature 310 can include a perforated opening feature, a resealable

opening feature, a tear-away opening feature, a tongue-and-groove opening feature, and combinations thereof. In one aspect, opening feature 310 can include a perforated opening strip. When a consumer desires removing container 200 from sleeve 300, opening feature 310 is navigated to allow access to container 200.

[0036] FIG. 1 depicts packaging assembly 100 in an upright position. Even though packaging assembly 100 can be stacked and/or positioned at the point-of-sale in any manner, it is contemplated that the upright position maximizes the viewable surface of sleeve 300 when a potential consumer views packaging assembly 100 at the point-of-sale. As more fully set forth below, the maximization of the viewable surface facilitates the communication of the predetermined message at the point-of-sale.

[0037] FIG. 2 is an example perspective of packaging assembly 100 of FIG. 1 that illustrates packaging assembly 100 prior to the sealing of sleeve 300. As indicated in FIG. 2, container 200 can optionally include removable film 201. Removable film 201 can seal a consumable product in container 200. Removable film 201 can include a venting and/or steaming perforation associated with removable film 201 to regulate steaming during a cooking operation. Container 200 is configured to maintain a variety of food products including room temperature food products, refrigerated food products, food products and the like. In one aspect, the food product in container 200 is a prepared meal that includes one or more vegetables, fruits, proteins, starches, spices, peppers, sauces and combinations thereof.

[0038] During packaging, container first side 202 (see FIG. 4) is first slid into sleeve 300 so that container first side 202 is substantially adjacent sleeve first side 316. Sleeve second side 318 is then sealed in a conventional manner.

[0039] As more fully set forth herein, the Detailed Description is divided into a section related to container 200 and a section related to sleeve 300. FIGS. 3-13 are indicated herein to describe several features associated with container 200 and FIGS. 14-21 are indicated herein to describe several features associated with sleeve 300. Even though several examples are set forth throughout the Detailed Description, the Detailed Description further includes a section describing several examples associated with the nexus formed by various combinations of features of container 200 and sleeve 300 in order to facilitate a predetermined message and drive a consumer impression.

[0040] Container

[0041] FIG. 3A is an example perspective of container 200 of packaging assembly 100. FIG. 3A is depicted herein to further exemplify the structural features discussed in FIGS. 4-13. FIG. 3A can be referenced in combination with the discussion set forth below in association with FIGS. 4-13 to more fully appreciate many of the structural features set forth in relation to container 200. FIG. 3B is another embodiment of container 200. Even though FIG. 3A is referenced below with respect to the features of packaging assembly 100, it will be evident from the disclosure herein that similar features between FIG. 3A and 3B can result in a similar nexus for driving a predetermined message.

[0042] FIG. 4 is an example top side of container 200 of packaging assembly 100. Container 200 includes container first side 202 which is more fully set forth in FIG. 8, container second side 204 which is more fully set forth in FIG. 9,

container third side 206 which is more fully set forth in FIG. 10, and container fourth side 208 which is more fully set forth in FIG. 11.

[0043] Container 200 includes container rim surface 220 having rim outer edge 210 and rim inner edge 212. Container rim surface 220 can include a surface area sufficient for adhering removable film 201 to container rim surface 220. Also, the container rim surface 220 can provide an area for a consumer to grasp container 200 and position in and/or remove container 200 from a cooking device. FIG. 13 includes a magnified view of the cross section indicated in FIG. 12 along lines A-A of FIG. 4. Rim outer edge 210 can be the end of container rim surface 220. Also, as indicated in FIG. 13, rim outer edge 210 can include a reverse “L-shaped” lip extending downwardly from container rim surface 220. Rim inner edge 212 can include a curve or bend to transition rim inner edge 212 to a wall of container 200. In other aspects, rim inner edge 212 can include an angular edge as the transition from container rim 220 to a wall of container 200.

[0044] Referring back to FIG. 4, container 200 also includes container bottom 216. Container bottom 216 can be generally flat and can end at bottom edge 214. Bottom edge 214 can include a portion of the container where the container bottom ends and channel transition 218 begins. As further indicated in FIG. 13, channel transition 218 can include a curve and/or bend that structurally transitions the generally flat container bottom 216 to a wall of container 200. Channel transition 218 can transition downwardly from container bottom 216 so that container bottom 216 is orientated above a channel low point of channel transition 218. As such, when container 200 is positioned on a surface, channel transition 218 engages the surface and container bottom 216 can be offset from the surface. Yet, it is contemplated the channel transition 218 is not incorporated with container 200.

[0045] FIG. 5 is an example bottom side of container 200 of packaging assembly 100. In comparison to FIG. 3, FIG. 5 depicts container 200 with the top side facing downwardly.

[0046] FIG. 6 is an example dimensional diagram of rim outer edge 210 of the container 200. For ease of description, rim outer edge 210 is described in FIG. 6 apart from any depiction of other attributes of container 200. Rim outer edge 210 includes a length L_1 and a width W_1 . Length L_1 and width W_1 can include any length and/or width. Yet, in one aspect, L_1 is about 6.5 inches to about 7.5 inches. Width W_1 can be about 5.0 inches to about 6.0 inches. Length L_1 and width W_1 can be further described as having an aspect ratio. For example, the aspect ratio of Length L_1 to width W_1 can be about 1.25. As another example, the aspect ratio of Length L_1 to width W_1 can be about 1 to about 2. Given the aspect ratio, the length L_1 and the width W_1 can be any size while maintaining the aspect ratio. Yet, other dimensions beyond any aspect ratio discussed herein are contemplated as initially stated above.

[0047] Rim outer edge 210 of container 200 includes first side outer rim edge 230, second side outer rim edge 232, third side outer rim edge 234, and fourth side outer rim edge 236. First side outer rim edge 230 is generally parallel to second side outer rim edge 232 and generally perpendicular to third side outer rim edge 234 and fourth side outer rim edge 236. Second side outer rim edge 232 is generally parallel to first side outer rim edge 230 and generally perpendicular to third side outer rim edge 234 and fourth side outer rim edge 236. Third side outer rim edge 234 is generally parallel to fourth side outer rim edge 236 and generally perpendicular to first side outer rim edge 230 and second side outer rim edge 232.

Fourth side outer rim edge 236 is generally parallel to third side outer rim edge 234 and generally perpendicular to first side outer rim edge 230 and second side outer rim edge 232.

[0048] Third side outer rim edge 234 structurally transitions to first side outer rim edge 230 via first corner curve 222. First corner curve 222 can be formed from a portion of an ellipse having a radius R_1 . In one aspect, the ellipse is a circle. In another aspect, third side outer rim edge 234 and first side outer rim edge 230 are tangent to a circumference of the ellipse formed by R_1 .

[0049] First side outer rim edge 230 structurally transitions to fourth side outer rim edge 236 via second corner curve 224. Second corner curve 224 is formed from a portion of an ellipse having a radius R_2 . In one aspect, the ellipse is a circle. In another aspect, first side outer rim edge 230 and fourth side outer rim edge 236 are tangent to a circumference of the ellipse formed by R_2 .

[0050] Fourth side outer rim edge 236 structurally transitions to second side outer rim edge 232 via third corner curve 226. Third corner curve 226 is formed from a portion of an ellipse having a radius R_3 . In one aspect, the ellipse is a circle. In another aspect, fourth side outer rim edge 236 and second side outer rim edge 232 are tangent to a circumference of the ellipse formed by R_3 .

[0051] Second side outer rim edge 232 structurally transitions to third side outer rim edge 234 via fourth corner curve 228. Fourth corner curve 228 is formed from a portion of an ellipse having a radius R_4 . In one aspect, the ellipse is a circle. In another aspect, second side outer rim edge 232 and third side outer rim edge 234 are tangent to a circumference of the ellipse formed by R_4 .

[0052] As indicated in FIG. 6, R_1 , R_2 , R_3 , and R_4 can have the same length. Accordingly, the curves associated with the respective radius can be generally the same. R_1 , R_2 , R_3 , and R_4 can have the same length within a threshold. For example, the threshold can be plus or minus about 0.1 inches. As another example, R_1 , R_2 , R_3 , and R_4 can be about 0.5 inches to about 1.5 inches. Yet, the dimensions related to R_1 , R_2 , R_3 , and R_4 are not limited to the dimensions indicated herein. As indicated above W_1 and L_1 of rim outer edge 210 can vary. Rim outer edge 210 can also be associated with an aspect ratio. Accordingly, a manufacturer that desires to fabricate a container that is larger or small than the dimensions indicated herein could maintain aspect ratios between R_1 , R_2 , R_3 , and R_4 and one or more of L_1 and/or W_1 to change the overall size of container 200 without optionally affecting the shape. As more fully set forth below, first corner curve 222 and third corner curve 226 create a nexus with first corner opening 302 of sleeve 300 and second corner opening 304 of sleeve 300, respectively.

[0053] FIG. 7 is an example dimensional diagram of rim inner edge 212 of the container 200. For ease of description, rim inner edge 212 is described in FIG. 7 apart from any depiction of other attributes of container 200. Rim inner edge 212 includes a length L_2 and a width W_2 . Length L_2 and width W_2 can include any length or width. Yet, in one aspect, L_2 is about 6.0 inches to about 7.0 inches. Width W_2 can be about 4.5 inches to about 5.5 inches. Length L_2 and width W_2 can be further described as having an aspect ratio. For example, the aspect ratio of Length L_2 to width W_2 can be about 1.25. As another example, the aspect ratio of Length L_2 to width W_2 can be about 1 to about 2. Given the aspect ratio, the length L_2 and the width W_2 can be any size while maintaining the aspect

ratio. Yet, other dimensions beyond any aspect ratio discussed herein are contemplated as initially stated above.

[0054] Rim inner edge **212** of container **200** includes first side inner rim edge **250** and second side inner rim edge **252**. First side inner rim edge **250** is generally parallel to second side inner rim edge **252**.

[0055] As used herein, the term “convex” refers to a curve opening inwardly toward a centerline along the length L_2 of container **200**. As used herein, the term “concave” refers to a curve opening outwardly away from a centerline along the length L_2 of container **200**. Rim inner edge **212** includes fourth side convex curve **246**. Fourth side convex curve **246** is formed from a portion of an ellipse having a radius R_6 . In one aspect, the ellipse can be a circle. In another aspect, a line formed from first side inner rim edge **250** is secant to a circumference of an ellipse formed from R_6 .

[0056] Fourth side convex curve **246** structurally transitions to fourth side concave curve **248**. Fourth side concave curve **248** is formed from a portion of an ellipse having a radius R_7 . In one aspect, the ellipse is a circle. In another aspect, a line formed from second side inner rim edge **252** is secant to a circumference of an ellipse formed from R_7 . In yet another aspect, a circumference of the ellipse formed from R_7 is tangent to a circumference of the ellipse formed from R_6 .

[0057] Fourth side concave curve **248** structurally transitions to second corner curve **240**. Second corner curve **240** is formed from a portion of an ellipse having a radius R_8 . In one aspect the ellipse is a circle. In another aspect, a circumference of an ellipse formed from R_7 and a line formed from second side inner rim edge **252** are tangent to a circumference of an ellipse formed from R_8 .

[0058] Second corner curve **240** structurally transitions to second side inner rim edge **252**. Fourth side convex curve **246**, fourth side concave curve **248** and second corner curve **240** form the fourth side of the rim inner edge **212**.

[0059] Inner rim edge **252** transitions to third side convex curve **244**. Third side convex curve **244** is formed from a portion of an ellipse having a radius R_9 . In one aspect, the ellipse is a circle. In another aspect, a line formed from second side inner rim edge **252** is secant to a circumference of an ellipse formed from R_9 .

[0060] Third side convex curve **244** structurally transitions to third side concave curve **242**. Third side concave curve **242** is formed from a portion of an ellipse having a radius R_{10} . In one aspect, the ellipse is a circle. In another aspect, a line formed from first side inner rim edge **250** is secant to a circumference of an ellipse formed from R_{10} . In yet another aspect, a circumference of the ellipse formed from R_{10} is tangent to a circumference of the ellipse formed from R_9 .

[0061] Third side concave curve **242** geometrically transitions to first corner curve **238**. First corner curve **238** is formed from a portion of an ellipse having a radius R_5 . In one aspect, the ellipse is a circle. In another aspect, a circumference of an ellipse formed from R_{10} and a line formed by first side inner rim edge **250** are tangent to a circumference of an ellipse formed from R_5 .

[0062] Third side convex curve **244**, third side concave curve **242** and first corner curve **238** form the third side of the rim inner edge **212**. As indicated in FIG. 7, first corner curve **238** and second corner curve **240** are generally diagonally oriented with respect to one another. Also, fourth side convex curve **246** and third side convex curve **244** are generally diagonally oriented with respect to one another. Likewise,

fourth side concave curve **248** and third side concave curve **242** are generally diagonally oriented with respect to one another.

[0063] As further indicated in FIG. 7, R_5 and R_8 can generally have the same length. R_5 and R_8 can also have the same length within a threshold. For example, the threshold can be plus or minus about 0.1 inches. As an example, R_5 and R_8 can be about 0.5 inches to about 0.8 inches. In the situation where R_5 and R_8 are generally the same, first corner curve **238** and second corner curve **240** can generally be the same curve.

[0064] R_6 and R_9 can generally have the same length. R_6 and R_9 can also have the same length within a threshold. For example, the threshold can be plus or minus about 0.1 inches. For example, R_6 and R_9 can be about 5.0 inches to about 6.0 inches. In the situation where R_6 and R_9 are generally the same, fourth side convex curve **246** and third side convex curve **244** are generally the same curve.

[0065] Likewise, R_7 and R_{10} can generally have the same length. R_7 and R_{10} can also have the same length within a threshold. For example, the threshold can be plus or minus about 0.1 inches. As another example, R_7 and R_{10} can be about 2.5 inches to about 3.5 inches. In the situation where, R_7 and R_{10} are generally the same, fourth side concave curve **248** and third side concave curve **242** are generally the same curve.

[0066] As another example combination: R_5 and R_8 can be generally the same length, R_6 and R_9 can be generally the same length, R_7 and R_{10} can be generally the same length, the length of R_6 and R_9 can be greater than the length of R_7 and R_{10} , and the length of R_6 , R_7 , R_9 and R_{10} can be greater than the length of R_5 and R_8 .

[0067] As indicated in FIG. 13, rim inner edge **212** transitions downwardly to form the walls of container **200**. The container walls can be offset from vertical so that the walls slope inwardly from top to bottom. Accordingly, the container walls can include the same general shape as rim inner edge **212** as depicted in FIG. 3A and FIG. 3B. As further indicated in FIG. 3A and FIG. 3B, the structure of rim inner edge **212** and the respective walls form a geometric cooking indicator. For example, as indicated in FIG. 3A and 3B, the container shape is formed to indicate a steam vapor, which can convey a predetermined message related to a steam cooking operation used to cook the food product located in container **200** for consumption. The purpose of the geometric cooking indicator is more fully set forth below. Even though the examples herein relate to a geometric cooking indicator that represents a steam vapor, other geometric cooking indicators are contemplated. For example, a geometric cooking indicator can be structured to indicate a water droplet in order to represent a boil cooking operation. As another example, a geometric cooking indicator can be structured to indicate a flame to represent a grill cooking operation. As yet another example, a geometric cooking indicator can be structured to indicate a heat wave to represent a conventional oven cooking operation. As more fully set forth below, the steam indicator can create a nexus between container **200** and sleeve **300** to facilitate a predetermined message and drive a consumer impression.

[0068] FIG. 8 is an example container first side **202** of container **200** of packaging assembly **100**. Container first side **202** includes a view of rim outer edge **210** having first corner curve **222**, second corner curve **224**, and first side outer rim edge **230**. Container first side **202** also includes fourth side convex curve wall **262** which extends downwardly from and

is generally shaped to conform to fourth side convex curve 246. Container first side 202 further includes first side inner rim edge wall 266 which extends downwardly from and generally shaped to conform to first side inner rim edge 250. Container first side 202 also includes first corner curve wall 254 which extends downwardly from and generally shaped to conform to first corner curve 238.

[0069] FIG. 9 is an example container second side 204 of container 200 of packaging assembly 100. Container second side 204 includes a view of rim outer edge 210 having third corner curve 226, fourth corner curve 228, and second side outer rim edge 232. Container second side 204 also includes third side convex curve wall 260 which extends downwardly from and generally shaped to conform to third side convex curve 244. Container second side 204 further includes second side inner rim edge wall 268, which extends downwardly from and generally shaped to conform to second side inner rim edge 252. Container second side 204 also includes second corner curve wall 256 which extends downwardly from and generally shaped to conform to second corner curve 240.

[0070] FIG. 10 is an example container third side 206 of container 200 of packaging assembly 100. Container third side 206 includes a view of rim outer edge 210 having fourth corner curve 228, first corner curve 222, and third side outer rim edge 234. Container third side 206 also includes first corner curve wall 254 which extends downwardly from and generally shaped to conform to first corner curve 238. Container third side 206 further includes third side concave curve wall 258 which extends downwardly from and generally shaped to conform to third side concave curve 242. Container third side 206 also includes third side convex curve wall 260 which extends downwardly from and generally shaped to conform to third side convex curve 244.

[0071] FIG. 11 is an example container fourth side 208 of container 200 of the packaging assembly 100. Container fourth side 208 includes a view of rim outer edge 210 having second corner curve 224, third corner curve 226, and fourth side outer rim edge 236. Container fourth side 208 also includes second corner curve wall 256 which extends downwardly from and generally shaped to conform to second corner curve 240. Container fourth side 208 further includes fourth side concave curve wall 264 which extends downwardly from and generally shaped to conform to fourth side concave curve 248. Container fourth side 208 also includes fourth side convex curve wall 262 which extends downwardly from and generally shaped to conform to fourth side convex curve 246.

[0072] Sleeve

[0073] FIG. 14 is an example structural diagram of sleeve 300 of packaging assembly 100. Sleeve 300 includes sleeve front 312, sleeve back 314, sleeve first side 316, sleeve second side 318, sleeve third side 320, and sleeve fourth side 322. Sleeve 300 further includes a plurality of sealing panels. For example, sleeve 300 can include first back sealing panel 324, second back sealing panel 326, third back sealing panel 328, fourth side sealing panel 330, and third side sealing panel 332. To form the sleeve as indicated in FIG. 1, sleeve first side 316 overlays first back sealing panel 324 and fourth side sealing panel 330. Sleeve second side 318 overlays second back sealing panel 326 and third side sealing panel 332. Sleeve fourth side 322 overlays third back sealing panel 328. As such, a formed sleeve 300 is configured as indicated in FIGS. 1 and 2. As indicated in FIG. 1, packaging assembly 100 is arranged so that container top side is adjacent sleeve front

312, container bottom side is adjacent sleeve back 314, container first side 202 is adjacent sleeve first side 316, container second side 204 is adjacent sleeve second side 318, container third side 206 is adjacent sleeve third side 320, and container fourth side 208 is adjacent sleeve fourth side 322.

[0074] FIG. 14 includes first front curve 334, second front curve 336, first back curve 338, and second back curve 340. As indicated in FIG. 14, the curves associated with R_{11} , R_{12} , R_{13} , and R_{14} can be formed from an ellipse having the same length. Also, the curves associated with R_{11} , R_{12} , R_{13} , and R_{14} can be formed from an ellipse having the same radius within a threshold. For example, the threshold can be plus or minus about 0.1 inches. As another example, R_{11} , R_{12} , R_{13} , and R_{14} can be about 0.5 inches to about 1.5 inches. In comparison between FIG. 14 and FIG. 6, R_{11} and R_{12} can be the same length as R_1 or the same length within a threshold. In another example, R_{13} and R_{14} can be the same length as R_3 . In still another example, R_1 , R_2 , R_3 , R_4 , R_{11} , R_{12} , R_{13} , and R_{14} can be the same length. As such, when sleeve 300 is formed as depicted in FIG. 1, first front curve 334 and first back curve 338 form first corner opening 302. Second front curve 336 and second back curve 340 form second corner opening 304. As indicated in FIG. 1, the formed sleeve 300 also includes first closed corner 306 and second closed corner 308.

[0075] When container 200 is positioned in sleeve 300, first corner curve 222 of rim outer edge 210 geometrically aligns (e.g., within the same curved plane) with first front curve 334 and first back curve 338 of sleeve 300 to cause a nexus between sleeve 300 and container 200 at first corner opening 302. Likewise, when container 200 is positioned in sleeve 300, third corner curve 226 of rim outer edge 210 geometrically aligns (e.g., within the same curved plane) with second front curve 336 and second back curve 340 of sleeve 300 to cause a nexus between sleeve 300 and container 200 at second corner opening 304. As such, packaging assembly 100 is stabilized in an upright position via first closed corner 306 and/or second closed corner 308 and a potential consumer can readily view container 200 and the food product within container 200 via first corner opening 302 and/or second corner opening 304. Moreover, the aforementioned nexus at first corner opening 302 and second corner opening 304 facilitates a geometric tie between container 200 and sleeve 300. As such, a consumer who can only recall the configuration of container 200 has an indicator to associate with sleeve 300 upon making a subsequent purchase of the product associated with packaging assembly 100.

[0076] FIG. 15 is an example indicator field diagram associated with sleeve 300 of packaging assembly 100. In addition to the structural indicia associated with packaging assembly 100 discussed above, sleeve 300 further includes a plurality of indicator fields for further driving a nexus between the components of packaging assembly 100 and ultimately indicating a predetermined message for a consumer impression. As more fully set forth below, the arrangement of the indicator fields in combination with the structural indicia of packaging assembly 100 collectively signal and/or reinforce a predetermined message for causing a consumer impression.

[0077] Sleeve front 312 includes prepared product indicator field (A). Prepared product indicator field (A) is arranged in coordination with the plurality of fields to provide a primary field for prepared product indicia 342 on sleeve front 312. Prepared product indicia 342 signals a cooked state of the product located in container 200 just prior to use and/or consumption. As an example associated with FIG. 16, pre-

pared product indicia **342** includes an image of a microwave cooked product including a plurality of steamed ingredients and signals a prepared state of the food product located in container **200**. As such, the arrangement of prepared product indicator field (A) and prepared product indicia **342**: signal a primary view of the state of the cooked food product when packaging assembly **100** is positioned in an upright position at a retail outlet; signal a product tie between the food product located in container **200** and a state of the food product after the food product has been cooked; and/or signal a type of food product located in container **200**.

[0078] Ingredient indicator field (B) is arranged in coordination with the plurality of fields to tie to prepared product indicator field (A) and a food product in container **200**. Ingredient indicator field (B) can include ingredient indicator sub-fields (B1)-(B3) as an array of ingredients of the food product in container **200**. As indicated in FIG. 15, ingredient indicator field (B) is arranged adjacent prepared product indicator field (A) to provide a nexus between two different product states (e.g., the origin state of the ingredient and the cooked state of the product). In one aspect, sub-fields (B1)-(B3) are arranged below the prepared product indicator field (A). For example, as indicated in FIG. 16, ingredient origin indicia **344** as populated in ingredient indicator field (B) can include first ingredient origin indicia **346**, second ingredient origin indicia **348**, and third ingredient origin indicia **350**. Again, first ingredient origin indicia **346**, second ingredient origin indicia **348**, and third ingredient origin indicia **350** can include an array associated with ingredients indicated in prepared product indicia **342** and the food product located in container **200**.

[0079] First ingredient origin indicia **346** can include an image of at least one ingredient at its origin. For example, the image can include an image of the at least one ingredient in a prepackaging state. As another example, the image can include an image of the at least one ingredient in a natural state to create an impression of freshness. Stated another way, first ingredient origin indicia **346** includes an image that creates a freshness impression of at least one ingredient of prepared product indicia **342** that indicates the ingredient in a cooked state. Likewise, second ingredient origin indicia **348** and third ingredient origin indicia can include respective images associated with prepared product indicia **342**. Ingredient origin indicia **344** facilitates a nexus for indicating an impression of “freshness” or “market fresh” ingredients in association with prepared product indicia **342** and the food product located in container **200**.

[0080] As an example associated with FIG. 16, container **200** can include a food product that includes green beans as an ingredient of a food product in a packaged state. Prepared product indicia **342** indicates the green beans in a cooked state and first ingredient origin indicia **344** indicates the green beans in a prepackaged state. As another example associated with FIG. 16, container **200** can include a food product that includes tomatoes as an ingredient of a food product in a packaged state. Prepared product indicia **342** indicates the tomatoes in a cooked state and second ingredient origin indicia **348** indicates the tomatoes in a prepackaged state. As yet another example associated with FIG. 16, container **200** can include a food product that includes a starch as an ingredient of a food product in a packaged state. Prepared product indicia **342** indicates the starch in a cooked state and third ingredient origin indicia **350** indicates the starch in a prepackaged state. As such, ingredient indicator field (B) and ingredient origin indicia **344**: signal a nexus between the cooked state

indicated by prepared product indicator **342** and an origin state of the ingredients; signal a nexus between the state of the food product in container **200** and the origin state of the ingredients; and/or drive a predetermined message that indicates a perception of freshness of the ingredients.

[0081] Brand tying indicator field (C) can include subfields (C1) and (C2). Brand tying indicator field (C) is structured and arranged in coordination with the plurality of fields to tie to brand indicator field (D). As an example associated with FIG. 16, brand indicator field (D) can be populated with brand indicia **352**. In this example, brand indicia **352** includes the textual indicia Healthy Choice® along with textual indicia **353** indicated by the exclamation point. As indicated in FIG. 16, brand tying indicator field (C) is shaped to resemble at least one portion of brand indicia **352**. In one aspect, brand tying indicator field (C) is shaped to resemble textual indicia **353**. As such, indicia associated with subfields (C1) and (C2) are tied to brand indicia **352** via the structural coordination between brand tying indicator field (C) and brand indicia **352**.

[0082] Subfield (C1) can include cooking method indicia. As an example associated with FIG. 16, the cooking method indicia can include steam image indicia **354** and/or steam textual indicia **356**. As indicated, steam image indicia **354** includes a steam vapor and steam textual indicia **356** includes the text “Steam”. The cooking method indicia creates a nexus between prepared product indicia **342** and the cooking method indicia. For example, the cooking method indicia in subfield (C1) indicates steam cooking. The steam cooking indication ties to prepared product indicia **342** by indicating that the food product indicated in prepared product indicia **342** is steamed. The steam cooking indicia further ties to the food product located in food container **200** by indicating a cooking operation for the food product.

[0083] Moreover, the cooking method indicia ties container **200** to sleeve **300**. As indicated above in association with FIGS. 1-13, container **200** includes inner rim edge **210** and respective side walls that are structured and arranged to provide a geometric cooking indicator. As indicated in FIGS. 1-13, the geometric cooking indicator of container **200** is shaped to resemble steam vapor. As such, the steam indicator of container **200** and steam cooking indicia of sleeve **300** function in combination to drive a predetermined message related to the cooking operation and facilitate a consumer impression throughout the use of the packaging assembly. For example, the steam indicator formed by the geometric cooking indicator of container **200** signals a steam cooking operation. This steam cooking operation can be the cooking operation utilized to cook the food product in container **200**. The steam cooking operation can be facilitated by several structural components of packaging assembly **100**. Yet, the steaming may not be readily apparent from the components of packaging arrangement **100** that facilitate the steaming operation. The steam indicator formed by the geometric cooking indicator of container **200** provides a readily ascertainable indication that the food cooking operation includes steaming. The geometric cooking indicator of the container ties to the steam image indicia **354** and steam textual indicia **356** to reinforce the steam cooking operation throughout the use of packaging assembly **100**. For example, sleeve **300** functions to drive the predetermined message of steam cooking at the point-of-sale via steam image indicia **354** and steam textual indicia **356**. After container **200** is removed from sleeve **300** for use, the geometric cooking indicator of container **200** functions to drive the predetermined message.

[0084] As another example, the geometric cooking indicator of container **200** can be shaped to resemble a water droplet to indicate a boiling operation. Cooking method indicia of subfield (C1) can include boil cooking indicia such as boiling image indicia and/or boiling textual indicia. As such, the geometric cooking indicator that resembles the water droplet of container **200** and the boil cooking indicia of sleeve **300** function in combination to drive a predetermined message related to the cooking operation and facilitate a consumer impression throughout the use of the packaging assembly **100**. As yet another example, the geometric cooking indicator of container **200** can be shaped to resemble a flame to indicate a grilling operation. Cooking method indicia of subfield (C1) can include grill cooking indicia such as grill image indicia and/or grill textual indicia. As such, the geometric cooking indicator that resembles the flame of container **200** and the grill cooking indicia of sleeve **300** function in combination to drive a predetermined message related to the cooking operation and facilitate a consumer impression throughout the use of packaging assembly **100**. As still another example, the geometric cooking indicator of container **200** can be shaped to resemble a heat wave to indicate a conventional oven cooking operation. Cooking method indicia of subfield (C1) can include conventional oven cooking indicia such as a conventional oven image indicia and/or a conventional oven textual indicia. As such, the geometric cooking indicator that resembles the heat wave of container **200** and the conventional oven cooking indicia of sleeve **300** function in combination to drive a predetermined message related to the cooking operation and facilitate a consumer impression throughout the use of the packaging assembly

[0085] Subfield (C2) can include product type indicia. For example, as indicated in FIG. **16**, the product type indicia can include textual indicia for identifying a type of food product indicated in prepared product indicia **342** and the food product located in container **200**. Again, subfield (C2) is a component of brand tying indicator field (C). Accordingly, the product type indicia is ultimately tied back to brand indicia **352**. The combination of subfields (C1)-(C2) of branding type indicator field (C) ties the cooking method indicia and the product type indicia to brand indicia **352** which can ultimately facilitate a nexus for brand awareness for an entire product line. For example, the nexus can drive the link between Healthy Choice® and steam cooking across a line of products.

[0086] Ingredient reinforcement indicator field (F) is arranged in coordination with the plurality of fields to reinforce a predetermined message in association with the combination of prepared product indicator field (A) and ingredient origin indicator field (B). In one aspect, ingredient reinforcement indicator field (F) overlaps ingredient origin indicator (B) so that the fields are structurally tied together. As an example associated with FIG. **16**, ingredient reinforcement indicator field (F) can be populated with textual reinforcement indicia **358**. As indicated, textual reinforcement indicia **358** can include the textual indicia “Fresh Taste”, which further reinforces a freshness perception related to the images associated with ingredient origin indicia **344**. The combination signals a nexus between prepared product indicator **342** and the state of the ingredients indicated in prepared product indicator **342**, signals a nexus between the state of the food product in container **200** and the state of the ingredients in the food product, and/or drives a predetermined message

that ties a perception of freshness of the ingredients to prepared product indicator **342** and the food product in container **200**.

[0087] Secondary ingredient reinforcement indicator field (E) is arranged in coordination with the plurality of fields to further reinforce a predetermined message in association with the combination of prepared product indicator field (A) and ingredient origin indicator field (B). As an example, secondary ingredient reinforcement indicator field (E) can be populated with a “cool” color to create a perception of freshness. Examples of “cool” colors can include colors, clockwise, from yellow to violet in the RYB Color Model. Yet, any color in the RYB Color Model can be utilized depending on the predetermined message. For example a “warm” color can be utilized to create a perception of spiciness. As previously indicated, secondary ingredient reinforcement indicator field (E) reinforces a predetermined message of ingredient origin indicia **344**. The combination signals a nexus between prepared product indicator **342** and the state of the ingredients indicated in prepared product indicator **342**, signals a nexus between the state of the food product in container **200** and the state of the ingredients in the food product, and drives a predetermined message that ties a perception of freshness of the ingredients to prepared product indicator **342** and the food product in container **200**.

[0088] FIG. **17** is an example sleeve back **314** with example indicators populated in the indicator fields of FIG. **15**. As indicated in FIG. **15**, sleeve back **314** include first ingredient variant field (B1') and second ingredient variant field (B2'). Variant fields (B1') and (B2') can be populated with image indicia as indicated in FIG. **17**. In one aspect, the image indicia associated with (B1') and (B2') is an image variant associated with one or more of ingredient origin indicia **344**. Even though not depicted in FIG. **17**, sleeve back **314** can also include a third ingredient variant field (B3'). The nexus associated with variant fields (B1') and (B2') is more fully set forth above in association with ingredient origin indicia **344**. FIG. **15** also includes variant field (E'). The nexus associated with variant field (E') is more fully set forth above with respect to secondary ingredient reinforcement indicator field (E).

[0089] Sleeve back **314** includes detailed cooking method indicator field (G). Detailed cooking method indicator field (G) is arranged in coordination with the plurality of fields to provide a primary field for cooking method indicia on sleeve back **314**. As an example, associated with FIG. **17**, the cooking method indicia can include detailed steam dialog indicia. As indicated, detailed steam dialog indicia can include the text “Steam” along with a narrative associated with steam cooking. The cooking method indicia of sleeve back **314** creates a nexus between prepared product indicia **342** and the cooking method indicia. For example, the cooking method indicia in subfield (G) indicates steam cooking. The steam cooking indication ties to prepared product indicia **342** by indicating that the food product indicated in the prepared product indicia **342** is steamed. The steam cooking indicia further ties to the food product located in food container **200** by indicating a method of preparation of the food product. Moreover, the cooking method indicia ties container **200** to sleeve **300**. As indicated above in association with FIGS. **1-13**, container **200** includes inner rim edge **210** and respective side walls that are structured and arranged to provide a steam indicator. As indicated in FIGS. **1-13**, the steam indicator of container **200** is shaped to resemble a steam vapor. As such, the steam indicator of container **200** and steam cooking

indicia of sleeve 300 function in combination to drive a predetermined message and facilitate a consumer impression throughout the use of the packaging assembly. For example, sleeve 300 functions to drive the predetermined message at the point-of-sale. After container 200 is removed from sleeve 300 for use, the steam indicator of container 200 functions to drive the predetermined message.

[0090] Sleeve back 314 can further include first nutritional indicator field (H), product preparation method indicator field (I), secondary nutritional indicator field (J), and dietary program indicator field (K). As indicated in FIG. 17, first nutritional indicator field (H) can be populated with textual indicia that indicates food safety information. Product preparation method indicator field (I), can be populated with textual and image indicia that sets forth a method for preparing the food product located in container 200. Secondary nutritional indicator field (J) can be populated with textual nutritional fact indicia. Dietary program indicator field (K), can be populated with information associated with a dietary program that is related to the food product located in container 200.

[0091] FIG. 18 is an example sleeve first side 316 with example indicators populated in the indicator fields of FIG. 15. Brand variant indicator field (D') can include indicia that is the same as or a variant of brand indicator field (D). Example indicia are indicated in FIG. 18. The example indicia indicated in FIG. 18 can cause a similar nexus as described above in association with brand indicator field (D). Even though not depicted in FIG. 18, sleeve first side 316 can also include a variant field of secondary ingredient reinforcement indicator field (E).

[0092] FIG. 19 is an example sleeve second side 318 with example indicators populated in the indicator fields of FIG. 15. Sleeve second side 318 also includes a brand variant indicator field (D'). FIG. 19 further includes prepared product variant indicator field (A') and product type variant indicator field (C2'). Example indicia populated to the fields are indicated in FIG. 19. The example indicia indicated in FIG. 19 can cause a similar nexus as described above in association with brand indicator field (D), product variant indicator field (A) and product type variant indicator field (C2), respectively. Even though not depicted in FIG. 19, sleeve second side 318 can also include a variant field of secondary ingredient reinforcement indicator field (E). Sleeve second side 318, can also include a variant to ingredient reinforcement indicator field (F).

[0093] FIG. 20 is an example sleeve third side 320 with example indicators populated in the indicator fields of FIG. 15. FIG. 15 includes product type variant field (C2') as indicated above. FIG. 15 also includes ingredient origin variant indicator field (B) having a variant first ingredient indicator (B1'), a variant second ingredient indicator field (B2'), and a variant third ingredient indicator field (B3'). The example indicia indicated in FIG. 20 can cause a similar nexus as described above in association with product type field (C2) and ingredient origin indicator field (B), respectively. Even though FIG. 20 indicates a particular order of the arrangement, the indicators can be arranged in other orders and depart from the disclosure herein. Even though not depicted in FIG. 20, sleeve third side 320 can also include a variant field of secondary ingredient reinforcement indicator field (E).

[0094] FIG. 21 is an example sleeve fourth side 322 with example indicators populated in the indicator fields of FIG. 15. Sleeve fourth side 322 also includes a brand variant indi-

cator field (D'), product type variant field (CT), and variant field (E'). Sleeve fourth side 322 further includes ingredient origin variant indicator field having a variant first ingredient indicator (B1'), a variant second ingredient indicator field (B2'), and a variant third ingredient indicator field (B3'). The example indicia indicated in FIG. 21 can cause a similar nexus as described above in association with brand indicator field (D), product type field (C2), secondary ingredient reinforcement indicator field (E) and ingredient origin indicator field (B), respectively. Even though not depicted in FIG. 21, sleeve fourth side 322 can also include a variant field of secondary ingredient reinforcement indicator field (E).

[0095] Packaging Nexus

[0096] As set forth above, packaging assembly 100 includes container 200 and sleeve 300 having a combination of components to drive a predetermined message to facilitate a consumer impression. An example is set forth herein to illustrate an example nexus formed between some of the components of the packaging assembly 100. The example is not meant to limit the disclosure in any manner or limit the combination of components of packaging assembly 100 to any particular combination for providing such a nexus for the predetermined message. Furthermore, even though predetermined message examples related to a perception of "freshness" and "steam" are indicated herein, the predetermined message can be associated with any type of message which the manufacturer desires to convey about a product in container 200 to facilitate a consumer impression.

[0097] As an example, a manufacturer may desire conveying a predetermined message to cause a perception that a food product is made with fresh ingredients and to indicate that the food product is steam cooked to provide a desirable healthy meal. The manufacturer may desire conveying such a message from the point-of-sale to the ultimate consumption of the food product. A packaging assembly 100 is configured as indicated above with respect to FIGS. 1-21. Packaging assembly 100 with the associated food product is shipped to a point-of-sale. Packaging assembly 100 is positioned on a shelf at the point-of-sale in an upright position as indicated in FIG. 1. The upright position is partially maintained by second closed corner 308 which provides a stable base for packaging assembly 100.

[0098] In the upright position as indicated in FIG. 1, sleeve front 312 provides a primary viewable surface to any potential customer. As indicated in FIG. 16, a predetermined message to create a perception of "freshness" is driven by the nexus indicated on sleeve front 312. Ingredient origin indicia 344 are arranged adjacent prepared product indicia 342. Ingredient origin indicia 344 includes first ingredient origin indicia 346, second ingredient origin indicia 348, and third ingredient origin indicia 350. Again, first ingredient origin indicia 346, second ingredient origin indicia 348, and third ingredient origin indicia 350 can include an array associated with ingredients indicated in prepared product indicia 342 and the food product located in container 200.

[0099] For example, container 200 can include a food product that includes green beans as an ingredient of a food product in a packaged state. Prepared product indicia 342 indicates the green beans in a cooked state and first ingredient origin indicia 344 indicates the green beans in a prepackaged state. Container 200 also includes, for example, a food product that includes tomatoes as an ingredient of a food product in a packaged state. Prepared product indicia 342 indicates the tomatoes in a cooked state and second ingredient origin

indicia **348** indicates the tomatoes in a or prepackaged state. Container **200** further includes, for example, a food product that includes a starch as an ingredient of a food product in a packaged state. Prepared product indicia **342** indicates the starch in a cooked state and third ingredient origin indicia **350** indicates the starch in a prepackaged state.

[0100] The predetermined “freshness” perception message is further accentuated by textual reinforcement indicia **358** that includes the textual indicia “Fresh Taste” partially overlapping ingredient origin indicia **344**, which further reinforces the images associated with ingredient origin indicia **344**. Also, secondary ingredient reinforcement indicator field (E) is populated with a “cool” color. In this example, the secondary ingredient reinforcement indicator includes a blue hued color. The combination of prepared product indicia **342**, ingredient origin indicia **344**, textual reinforcement indicia **358** and the secondary ingredient reinforcement indicator (E) signals a nexus between prepared product indicator **342** and the state of the ingredients indicated by prepared product indicator **342**, signals a nexus between the state of the food product in container **200** and the state of the ingredients in the food product, and drives the predetermined message that ties a perception of freshness of the ingredients to prepared product indicator **342** and the food product in container **200**.

[0101] Again, in the upright position as indicated in FIG. 1, sleeve front **312** provides a primary viewable surface to any potential customer. As indicated in FIG. 16, a predetermined message of “steaming” is also driven by the nexus indicated on sleeve front **312**. As indicated, the predetermined “steaming” message is driven by steam image indicia **354** and steam textual indicia **356**. Steam image indicia **354** includes a steam vapor and steam textual indicia **356** includes the text “Steam”. The cooking method indicia creates a link to prepared product indicia **342**. For example, the cooking method indicia indicates steam cooking. The steam cooking indication ties to product indicia **342** by indicating that the food product indicated in the product indicia **342** is steamed. The steam cooking indicia further ties to the food product located in food container **200** by indicating a method of preparation of the food product.

[0102] A consumer at the point-of-sale navigates packaging assembly **100**. As indicated in FIG. 1, first corner opening **302** and second corner opening **304** provide a window through sleeve **300** for viewing container **200** and the food product located in container **200**. Also, as indicated above, container **200** geometrically aligns with sleeve **300** at first corner opening **302** and second corner opening **304** to provide a structural nexus between container **200** and sleeve **300**.

[0103] The consumer ultimately purchases the food product with packaging assembly **100**. Irrespective of the positioning, the nexus indicated above is signaled to the consumer via any one of sleeve front **312**, sleeve back **314**, sleeve first side **316**, sleeve second side **318**, sleeve third side **320**, or sleeve fourth side **322**.

[0104] The consumer ultimately decides to consume the food product in packaging assembly **100**. Sleeve **300** is reviewed for a cooking method, which is reinforced by the steaming indicators on sleeve front **312** and sleeve back **314**. Sleeve **300** is then removed and discarded. Again, container **200** can be structured as indicated in FIGS. 1-13. As indicated above in association with FIGS. 1-13, container **200** includes inner rim edge **210** and respective side walls that are structured and arranged to provide a geometric cooking indicator. As indicated in FIGS. 1-13, the geometric cooking indicator

of container **200** is shaped to resemble a steam vapor. As such, the geometric cooking indicator of container **200** further drives the predetermined “steaming” message and further supports a consumer impression after sleeve **300** has been removed. For example, sleeve **300** functions to drive the predetermined “steaming” message at the point-of-sale. After container **200** is removed from sleeve **300** for use, the steam indicator of container **200** functions to drive the predetermined “steaming” message.

[0105] The consumer returns to the point-of-sale for a second time and attempts to recall the food product. The consumer searches the aisles and encounters the food product. Not only does sleeve **300** facilitate a recollection of the food product, but the nexus at first corner opening **302** and second corner opening **304** created by the geometric alignment between sleeve **300** and container **200** at the first and second corner openings signals a recollection of container **200** of the product which is ultimately tied, via the nexus, to sleeve **300**.

[0106] Although the subject matter has been described in language specific to structural features and/or methodological acts, it is to be understood that the subject matter defined in the appended claims is not necessarily limited to the specific features or acts described above. Rather, the specific features and acts described above are disclosed as example forms of implementing the claims.

We claim:

1. A container, comprising:

- a container rim, wherein the container rim includes a rim inner edge, wherein the rim inner edge includes:
 - a first side inner rim edge,
 - a second side inner rim edge,
 - a third side inner rim edge, wherein the third side inner rim edge includes:
 - a third side convex curve formed from a portion of a circumference of an ellipse having a first radius, and
 - a third side concave curve formed from a portion of a circumference of an ellipse having a second radius,
 - a fourth side inner rim edge, wherein the fourth side inner rim edge includes:
 - a fourth side convex curve formed from a portion of a circumference of an ellipse having a third radius, and
 - a fourth side concave curve formed from a portion of a circumference of an ellipse having a fourth radius;
- a container bottom; and
- a container wall extending downwardly from the rim inner edge to the container bottom.

2. The container of claim 1, wherein the length of the first radius is at least one member of a group comprising: greater than the length of the second radius and greater than the length of the fourth radius.

3. The container of claim 1, wherein the length of the third radius is at least one member of a group comprising: greater than the length of the second radius and greater than the length of the fourth radius.

4. The container of claim 1, wherein the length of the first radius is generally the same as the length of the third radius, wherein the length of the second radius is generally the same as the length of the fourth radius.

5. The container of claim 1, wherein the rim inner edge further comprises:

- a first corner curve geometrically transitioning the third side concave curve to the first side inner rim edge, wherein the first corner curve is formed from a portion of a circumference of an ellipse having a fifth radius, and
- a second corner curve geometrically transitioning the fourth side concave curve to the second side inner rim edge, wherein the second corner curve is formed from a portion of a circumference of an ellipse having a sixth radius.
6. The container of claim 5, wherein the length of the fifth radius is generally the same as the length of the sixth radius.
7. The container of claim 6, wherein the length of the fifth radius is at least one member of a group comprising: less than the length of the first radius, less than the length of the second radius, less than the length of the third radius, and less than the length of the fourth radius.
8. The container of claim 5, wherein a line formed from the first side inner rim edge is generally parallel to a line formed from the second side inner rim edge.
9. The container of claim 8, wherein the line formed from the first side inner rim edge is generally tangent to the circumference of the ellipse having the fifth radius, wherein the circumference of the ellipse having the second radius is generally tangent to the circumference of the ellipse having the fifth radius.
10. The container of claim 8, wherein the line formed from the second side inner rim edge is generally tangent to the circumference of the ellipse having the sixth radius, wherein the circumference of the ellipse having the second radius is generally tangent to the circumference of the ellipse having the sixth radius.
11. The container of claim 8, wherein the line formed from the second side inner rim edge is generally secant to the circumference of the ellipse having the first radius, wherein the circumference of the ellipse having the first radius is generally tangent to the circumference of the ellipse having the second radius.
12. The container of claim 8, wherein the line formed from the first side inner rim edge is generally secant to the circumference of the ellipse having the second radius, wherein the circumference of the ellipse having the second radius is generally tangent to the circumference of the ellipse having the first radius and generally tangent to the circumference of the ellipse having the fifth radius.
13. The container of claim 8, wherein the line formed from the first side inner rim edge is generally secant to the circumference of the ellipse having the third radius, wherein the circumference of the ellipse having the third radius is generally tangent to the circumference of the ellipse having the fourth radius.
14. The container of claim 8, wherein the line formed from the second side inner rim edge is generally secant to the circumference of the ellipse having the fourth radius, wherein the ellipse having the fourth radius is generally tangent to the circumference of the ellipse having the third radius and generally tangent to the circumference of the ellipse having the sixth radius.
15. The container of claim 5, wherein the container rim further comprises a rim outer edge, wherein the rim outer edge includes:
- a first side outer rim edge,
 - a second side outer rim edge,
 - a third side outer rim edge,
 - a fourth side outer rim edge,
- a first corner curve geometrically transitioning the third side outer rim edge to the first side outer rim edge, wherein the first corner curve is formed from a portion of a circumference of an ellipse having a seventh radius,
- a second corner curve geometrically transitioning the first side outer rim edge to the fourth side outer rim edge, wherein the second corner curve is formed from a portion of a circumference of an ellipse having an eighth radius,
- a third corner curve geometrically transitioning the fourth side outer rim edge to the second side outer rim edge, wherein the third corner curve is formed from a portion of a circumference of an ellipse having a ninth radius, and
- a fourth corner curve geometrically transitioning the second side outer rim edge to the third side outer rim edge, wherein the fourth corner curve is formed from a portion of a circumference of an ellipse having a tenth radius.
16. The container of claim 15, wherein the length of the seventh radius, the length of the eighth radius, the length of the ninth radius, and the length of the tenth radius are generally the same length.
17. The container of claim 15, wherein a line formed from the first side outer rim edge is generally parallel to a line formed from the second side outer rim edge, generally perpendicular to a line formed from the third side outer rim edge, and generally perpendicular to a line formed from the fourth side outer rim edge.
18. The container of claim 17, wherein the line formed from the first side outer rim edge is generally tangent to the circumference of the ellipse having the seventh radius, wherein the line formed from the first side outer rim edge is generally tangent to the circumference of the ellipse having the eighth radius.
19. The container of claim 17, wherein the line formed from the second side outer rim edge is generally tangent to the circumference of the ellipse having the ninth radius, wherein the line formed from the second side outer rim edge is generally tangent to the circumference of the ellipse having the tenth radius.
20. The container of claim 17, wherein the line formed from the third side outer rim edge is generally tangent to the circumference of the ellipse having the tenth radius, wherein the line formed from the third side outer rim edge is generally tangent to the circumference of the ellipse having the seventh radius.
21. The container of claim 17, wherein the line formed from the fourth side outer rim edge is generally tangent to the circumference of the ellipse having the eighth radius, wherein the line formed from the fourth side outer rim edge is generally tangent to the circumference of the ellipse having the ninth radius.
22. The container of claim 1, further comprising a channel transition, wherein the channel transition geometrically transitions the container wall to the container bottom.
23. The container of claim 22, wherein the channel transition forms a channel between the container bottom and the container wall.
24. The container of claim 1, wherein the rim inner edge is geometrically structured to form a geometric cooking indicator that signals a cooking operation.
25. The container of claim 24, wherein the geometric cooking indicator is a steam vapor indicator signaling a steam cooking operation.

26. A product assembly, comprising:
 a container having a food product therein, wherein the container includes:
 a container rim, wherein the container rim includes a rim inner edge, wherein the rim inner edge includes:
 a first side inner rim edge,
 a second side inner rim edge,
 a third side inner rim edge, wherein the third side inner rim edge includes:
 a third side convex curve formed from a portion of a circumference of an ellipse having a first radius, and
 a third side concave curve formed from a portion of a circumference of an ellipse having a second radius,
 a fourth side inner rim edge, wherein the fourth side inner rim edge includes:
 a fourth side convex curve formed from a portion of a circumference of an ellipse having a third radius, and
 a fourth side concave curve formed from a portion of a circumference of an ellipse having a fourth radius.

27. The product assembly of claim **26**, wherein the food product includes at least one member of a group comprising: a vegetable, a starch, and a protein.

28. The product assembly of claim **26**, wherein the length of the first radius is greater than the length of the second radius and greater than the length of the fourth radius, wherein the length of the third radius is greater than the length of the second radius and greater than the length of the fourth radius.

29. The product assembly of claim **28**, wherein the length of the first radius is generally the same as the length of the third radius, wherein the length of the second radius is generally the same as the length of the fourth radius.

30. The product assembly of claim **26**, wherein the rim inner edge further comprises:
 a first corner curve geometrically transitioning the third side concave curve to the first side inner rim edge, wherein the first corner curve is formed from a portion of a circumference of an ellipse having a fifth radius, and
 a second corner curve geometrically transitioning the fourth side concave curve to the second side inner rim

edge, wherein the second corner curve porting is formed from a portion of a circumference of an ellipse having a sixth radius.

31. The product assembly of claim **30**, wherein the length of the fifth radius is at least one member of a group comprising: generally the same as the length of the sixth radius, less than the length of the first radius, less than the length of the second radius, less than the length of the third radius, and less than the length of the fourth radius.

32. The product assembly of claim **30**, wherein the container rim further comprises a rim out edge, wherein the rim out edge includes:

- a first side outer rim edge,
- a second side outer rim edge,
- a third side outer rim edge,
- a fourth side outer rim edge,
- a first corner curve geometrically transitioning the third side outer rim edge to the first side outer rim edge, wherein the first corner curve is formed from a portion of a circumference of an ellipse having a seventh radius.
- a second corner curve geometrically transitioning the first side outer rim edge to the fourth side outer rim edge, wherein the second corner curve is formed from a portion of a circumference of an ellipse having an eighth radius.
- a third corner curve geometrically transitioning the fourth side outer rim edge to the second side outer rim edge, wherein the third corner curve is formed from a portion of a circumference of an ellipse having a ninth radius.
- a fourth corner curve geometrically transitioning the second side outer rim edge to the third side outer rim edge, wherein the fourth corner curve is formed from a portion of a circumference of an ellipse having a tenth radius.

33. The product assembly of claim **32**, wherein the length of the seventh radius, the length of the eighth radius, the length of the ninth radius, and the length of the tenth radius are generally the same length.

34. The product assembly of claim **26**, wherein the rim inner edge is geometrically structured to form a geometric cooking indicator that signals a cooking operation.

35. The product assembly of claim **34**, wherein the geometric cooking indicator is a steam vapor indicator signaling a steam cooking operation.

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