



Soakers



Pour, Soak,  
Ready to Go !





# Concept



- Soakers are a unique and innovative shelf stable product category developed for the retail, convenience & travel sectors.
- Combination of carbohydrates such as rice and lentil/grain, cooked with multiple flavor options.
- Designed to fill the gap in the market with attractive consumer friendly packaging and ease of regeneration.
- Wholesome and convenient meal.



# Unique selling points

“Soakers” are -

- Easy to handle
- Zero water weight
- Shelf stable
- Multiple flavor options
- 3 easy preparation steps



**Soakers** are a perfect answer to a quick and easy meal keeping up with the current trends and fast paced world around us.

## Convenience:

- Convenience stores
- Petrol Stations



## Travel and Hospitality:

- Buy on-board
- Ship Chandler
- Institutional Catering (Bulk Packs)



# Soakers – 3 Step Preparation Process





# Tom Yum Jasmine Rice



Freeze dried Jasmine  
Rice infused with Tom  
Yum Flavor

**Net Weight:** 80 gms

**Description:** Tom Yum flavored Jasmine rice mixed with lemongrass, mushrooms, tomatoes, onions and lentils.

**Primary Packing:** Bio PBS cup with plastic lid + printed color labelling

**Secondary Packing:** Transparent Shrink wrap

**Master Pack:** 80g x 24 units

**Chili Level:** Medium

# Lime & Cilantro Jasmine Rice



Freeze dried Jasmine  
Rice flavored with  
Lime and Cilantro

**Net Weight:** 80 gms

**Description:** Mix of Jasmine, wild & berry rice with cilantro, lime, Capsicum and lentils.

**Primary Packing:** Bio PBS cup with plastic lid + printed color labelling

**Secondary Packing:** Transparent Shrink wrap

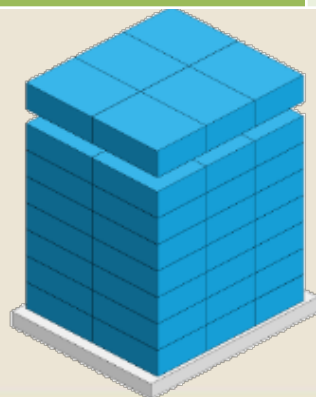
**Master Pack:** 80g x 24 units

**Chili Level:** Mild



# Packaging and Storage Details

Net weight :	80g.
Rehydrated weight :	210g.
Weight / carton :	2.92 kg. (product weight 1.92 kgs + master carton & paper cup weight 1.00 kgs)
Packing size :	80g. X 24 units
Tub dimension :	115.5 x 95.16 x 80 mm. (W x L x H)
Master carton dimension :	484 x 359 x 193 mm. (L X W x H)
Loading (20FT hand load) :	750 cartons (18,000 units) +/- 5%
Loading (40FT hand load) :	1,500 cartons (36,000 units) +/- 5%
Storage :	Ambient
Shelf Life :	12 months



## Standard 40x48" pallet

48 cartons / pallet

10 pallets per 20FT container



The logo for Soakers, featuring the word "Soakers" in a stylized font. The letter "o" is replaced by a red circle containing a white steam icon, suggesting a hot beverage or a playful theme.

# F2P-2020

<https://farm2plate.co>