

Make Fresh Smarter with FridgeSmart® Fun Facts

Did you know that the average family of four discards 24 pounds of fresh produce every month?

Produce is a big part of everyone's food bill. Get the most out of your grocery budget with FridgeSmart® Containers. They're designed to extend the life of your fruits and vegetables.



1. Fruits and vegetables remain fresher longer when allowed to “breathe.” That’s why FridgeSmart® Containers’ innovative vent system controls the amount of air in each container to extend the life of your produce.
2. Some foods are heavy breathers and some aren’t. Because different fruits and vegetables require different airflow to maintain freshness, each container features two vents that can be individually opened and closed, creating three different ventilation settings.
3. An easy-to-use reference chart on each container’s side (all except the Mini) lists commonly used vegetables and fruits. It shows which vent tab setting to use so your produce receives only as much air as it needs to stay fresh.
4. The built-in grid on the bottom reduces spoilage by keeping fruits and vegetables up out of their own moisture, reducing spoilage.
5. Unlike bags, FridgeSmart® containers protect food from bruising, which causes produce to go bad faster.
6. The modular and stackable containers make the most of your refrigerator space.
7. The containers’ curved corners and the seal’s wide groove lets you clean them easily. They’re also dishwasher safe.
8. See-through containers make it easy to identify fruits and vegetables at a glance.
9. Reduce food waste that ends up in landfills.
10. Demonstration idea:
 - a. Take the “Broccoli Challenge!” Two to three weeks before a party, purchase two shrink-wrapped heads of broccoli from the grocery store. Remove the wrap on one and place it in the refrigerator crisper. Remove the wrap from the other and place it in the FridgeSmart® Medium with both vents open. On the day of the party, ask your Host remove both products from the refrigerator to show her guests how much better the FridgeSmart® broccoli compares in appearance, freshness and taste.
 - b. Or, bring a full FridgeSmart® container from your refrigerator and let guests see what’s inside, how it looks, and then let them know how long it’s been in your refrigerator.