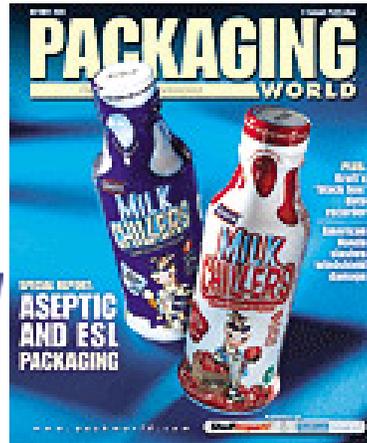


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NEWS

Marinade design exudes New York

A label with unique styling adds excitement, curiosity, and intrigue to Mikey's New York Steak Marinade introduced into New York City in April 2005.

"With the New York skyline and a sky adorned with stars that appear to glisten before your eyes, the excitement of the label is reminiscent of a Honeymooners episode," says Michael Romano, founder of Hicksville, NY-based Mikey's Famous Marinades Corp. He notes that the colors also recall the signage for David Letterman's 'Late Show' Ed Sullivan Theater location



and colors used in the New York State Lottery.

Romano's search for an appropriate label led him to Blue Ribbon Tag & Label. "As soon as I saw Blue Ribbon's quality, I was sold," says Romano. "It was just what I was looking for in a label."

The pressure-sensitive 60# semigloss paper labelstock is flexo-printed in five colors, receives a 1-mil poly laminate, and is die-cut into roll

form, all in a single pass. The laminate provides moisture and anti-scuffing protection and adds luster.

"All things combined, the label exudes New York—the perfect label for Mikey's 'New York' Steak Marinade," says Romano. Along with his son Matthew, Romano initially undertook the label design. "I actually thought that we could design the label ourselves and it would be fine," says Romano. "Wrong!" Romano then sought professional help from award-winning Christopher Harri Design.

"His design is why people gravitate to my product," says Romano.

The 12-oz ring-neck bottles, procured online at eBottles.com, are hot-filled and sealed with a lined metal cap. Tamper-evidence is provided by what Romano calls a "perfectly color-matched" 2-mil yellow PVC seal from Seal-It Co. For certain accounts including online sales, a "stargazer" pattern cloth overwrap is hand-tied to the bottle top to add a final upscale touch.

The product sells for \$9.99 online at the company Web site, www.MikeysMarinade.com, and at independent gourmet retailers.

"The initial response has been overwhelmingly excellent!" enthuses Romano. "Sales have been incredible. We have a product and design that will carry us into future brand extensions." A 64-oz foodservice size plastic bottle, a Mikey's hot and spicy marinade, and a chicken marinade, are planned for 2006. —Rick Lingle

For a list of suppliers mentioned, see: packworld.com/go/w161