

Ziploc[®]
BRAND
BAGS

Zip'n Steam[™]
STEAM COOKING BAGS





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Instructions:

Fill & Seal

Place food and seasonings in the Ziploc[®] Zip 'n Steam[™] Bag and seal firmly.

Do not add water as the moisture in the food provides sufficient steam. Cut the food into similar size pieces and spread into a single layer for cooking. Do not overlap meats.

Cook

Lay the bag in your microwave with the indicated side up and cook using the guidelines on bag. The bag will inflate during cooking and a whistling sound may be heard.

Enjoy

Wait at least one minute after cooking before handling the bag. Open the bag carefully away from your body, holding the top of the bag where indicated. Serve and enjoy!



WHAT'S THE BZZ?

It's always a fun surprise when someone you thought you knew pretty well shows you a skill you had no idea they had — like if you one day found out your sister-in-law is a competitive high diver. Well, what if it's your microwave with the surprise skill, and thanks to an amazing new product, it could do something that would allow you to make healthy, customized meals in minutes, but in a way you've never seen before? The folks at Ziploc® Brand have a new product and this is a special opportunity for Agents to try it — before it even hits store shelves! They're called Ziploc® Zip 'n Steam™ Steam Cooking Bags, and they combine the taste and nutritional benefits of steam cooking with all the convenience of your microwave. In fact, they're specifically designed for use in the microwave.

Steaming food results in flavorful, healthy vegetables, seafood, poultry and more (unlike those overcooked, brownish-green green beans that cafeterias seem so fond of). All the nutrients are left in, and the vibrant color and taste come through. Until now, the process of steaming has been a bit cumbersome. But the Ziploc® Brand Zip 'n Steam™ Bags use a patented vent technology to steam food evenly, keeping in all your food's moisture and flavor. And the bags won't limit your culinary creativity — you can cook everything from side dishes to full meals right in the bag. Just toss it when you're done — no clean up! Create your own in-bag meals, or use the recipe booklet that comes with every package of Ziploc® Zip 'n Steam™ Bags.

We were excited to try the Ziploc® Brand Zip 'n Steam™ Bags, so we passed them out and got cooking. Here's what we had to say:

"I used the [Ziploc®] Zip 'n Steam™ Bags in the office. My veggies were done in less than five minutes, and I didn't have to worry about stirring or overcooking them. The vegetables were totally moist and delicious. I'm going to use the bags several times a week. They make cooking a heck of a lot easier without sacrificing taste." — BzzAgent Fred

“So, I used the [Ziploc®] Zip ‘n Steam™ Bag last night to cook a chicken breast. I think I am slightly obsessed with the bags (that probably just made me sound crazy). I put the chicken in the bag with a few other ingredients, shook it up a bit and stuck it in the microwave. I really liked how easy it was. Once I put it in the microwave, I was able to do other things and not have to worry about it.”

— BzzAgent Dalina

“WOW!! I loved it! I had a bunch of broccoli, so I cut it up and put it in a bag on high in the microwave for six minutes, and it came out just right. The broccoli had that vibrant green color and had great flavor. I would buy these ASAP and can’t wait to try them out on seafood.” — BzzAgent Amber

WHAT’S THE BZZ? (continued)

It’s not often that quick and convenient are synonymous with healthy cooking. When we think fast microwave cooking, we usually think pizza or popcorn or a frozen prepared meal. Not so inspiring. But the Ziploc® Brand Zip ‘n Steam™ Bags will revolutionize how you cook in your microwave. And with summer here, you won’t have to heat up (or mess up) the whole kitchen making something healthy and delicious.

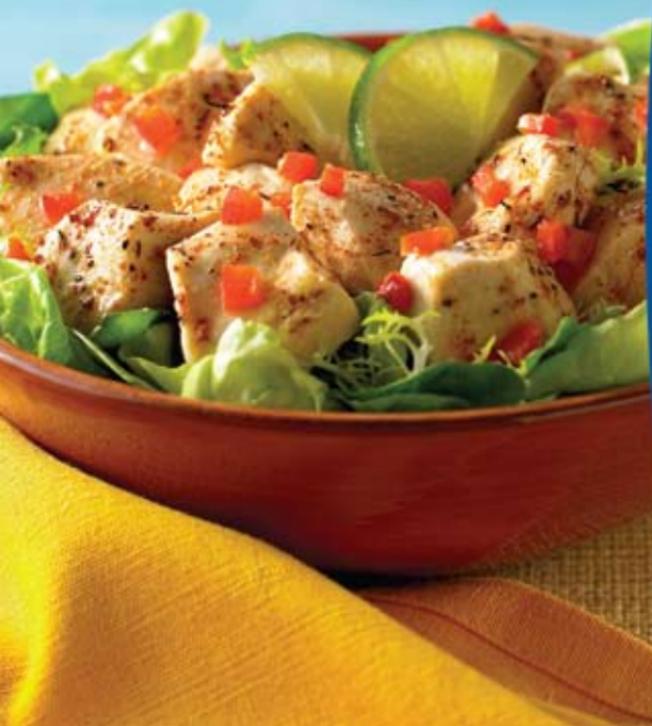


JUST THE FACTS

And you thought your microwave was only good for making popcorn! When partnered with the Ziploc® Brand Zip ‘n Steam™ Steam Cooking Bags, your unassuming microwave becomes a tool for healthy and quick meals. Here are the bag basics:

- Will be available in stores around the middle of August
- Come in two sizes:
 - The large bag serves 3 to 5 people, and comes 7 per package
 - The medium bag serves 2 to 3 people, and comes 10 per package
- MSRP = \$2.79
- Each package comes with a recipe booklet to get you started
- Available in the home storage aisle of the grocery store and at mass merchandiser stores like Wal-Mart and Target, near your favorite Ziploc® Brand bags and containers





THE INSIDE SCOOP

The Vents Make It Happen

The Ziploc® Zip 'n Steam™ Bags utilize a patented vent technology which steams food under pressure so that everything cooks evenly. The vents — which are barely visible on the sides of the bag — are laminated shut, but open during cooking once the pressure builds up in the bag. These bags are made from a different type of plastic than ordinary food storage or freezer bags. They're specially-formulated to stand up to high heat, so they won't get soft and flimsy, or melt in your microwave. And, the blue area above the zipper, the area that you hold, remains fairly cool to the touch for easy handling and opening. You may hear some popping or whistling coming from the microwave when cooking with the bags. Fear not — this is normal, and your delicious food is minutes away from being done!

Creativity is in the Bag

There are so many and varied things you can make with the Ziploc® Brand Zip 'n Steam™ Bags. Ziploc® gives you cooking guidelines printed right on each bag and each package comes with a booklet of delicious recipes to get you started. At the Hive, we especially liked the Hot & Spicy Chicken Bites! Give the recipes a try and use your imagination to come up with a few of your own. You can use the bags to cook most anything including fresh or frozen vegetables, seafood and chicken. However, the bags are not recommended for cooking foods that require a lot of liquids such as rice, pasta or soup.



Just Like You'd Slaved in the Kitchen

By now, a microwave can be found in almost every kitchen. And consequently, there is a myriad of foods available that are made specifically for microwaves, all meant to be convenient and fast. But convenient and fast don't always go hand in hand with flavor or nutrition. Many microwavable foods tend towards the junky, like pizza rolls and mac 'n cheese. Others are just tasteless or they're loaded with sodium. The Ziploc® Brand Zip 'n Steam™ Bags allow you to cook fresh, nutritional meals that you completely customize and season, right in your microwave! As a BzzAgent, you're among the first to try out this cool new product that may very well become a staple kitchen tool.



WHEN TO SHARE

Yes, homecooked meals can be both healthy and quick. Imagine, customized, good-for-you meals with no cleanup required. You might want to talk about Ziploc® Brand Zip ‘n Steam™ Bags when:

- Talking about healthy eating
- Eating lunch at work
- Talking about cooking or sharing recipes
- Shopping at the grocery store
- Dining at a restaurant
- Chatting about new products
- Discussing time-saving tips
- Seeing Ziploc® advertisements for bags or containers
- Hanging out at summertime events
- Visiting a farmer’s market for farm-fresh vegetables
- Discussing what to pack for a student heading to college



WHOM TO TELL

At the end of a busy day (or in the middle of a workday), the last thing most of us want to do is prepare a complicated meal. Sometimes it’s just easier to get takeout or make something simple, but not necessarily fresh or nutritious. But now you know there’s an alternative. So make sure you tell these kinds of people about Ziploc® Brand Zip ‘n Steam™ Bags:

- Parents
- Busy people
- Amateur chefs
- College students
- People who have vegetable steamers
- Health-conscious people
- People who like trying new things
- Vegetarians
- People who like to cook
- People who eat frozen meals
- People who prepare their meals ahead of time
- Grandparents/retired people
- Cooking novices, or people who aren’t so skilled in the kitchen
- People on a diet
- Single people that don’t like the hassle/clean-up of “cooking for 1”
- People who eat on varying schedules



BZZACTIVITIES

Here are some suggested ways to start spreading the word about Ziploc® Brand Zip 'n Steam™ Bags. Of course, they won't be in stores at the start of the campaign, but it can't hurt to stir up interest before then. Each time you perform a BzzActivity, return to BzzAgent.com and submit a BzzReport to tell us all about it. The more detailed your reports, the more BzzPoints and Quality Credits you can earn.

Give Those Coupons Away

Pass out the coupons from your BzzKit to friends who like to cook healthy meals. The Ziploc® Brand Zip 'n Steam™ Bags are set to be available in stores in mid-August, so your friends will be among the first to get them.

Just Try Them

This one's obvious: just try them for yourself. You can get creative and make a meal using your own custom choice of vegetables, meats, potatoes and spices, or use one of the recipes that come with the bags. You can make the whole meal in one bag, and cleanup is a snap! And with the time you save on cleanup, make a few calls to tell some people about the bags.

Make Your Co-Workers Jealous

Almost every office now has a microwave, so why not prep your lunch at home and just pop it into the microwave at work. In no time, you'll have a fresh, nutritious meal, and you didn't have to leave the office to get it.

Show Someone How to Use Them

Who wouldn't want to know about new and convenient Ziploc® Brand Zip 'n Steam™ Bags? Show someone else how it's done so you can both enjoy the end result.

Give Someone a Meal in a Bag

Think about what people you know like to eat, then make customized, ready-to-cook bags for them, bring them over and cook up a fabulous meal. Friends, elderly neighbors, people who don't have time to cook...who wouldn't appreciate that kind of word of mouth?

The Perfect Potluck

If you're invited to a potluck, fill a Ziploc® Brand Zip 'n Steam™ Bag with your choice of ingredients, and bring it to the party. Once there, just microwave and serve. You won't have to hassle with prep during the party, even if you're bringing a full meal. When asked where you got the recipe or where the dish came from, you can tell them that YOU made it with the help of the Ziploc® Zip 'n Steam™ Bags.

Share the Recipes

Each package of Ziploc® Brand Zip 'n Steam™ Bags comes with a recipe booklet. Show the recipes to your friends to get them interested in buying some bags for themselves. Pretty soon they'll be well on their way to an easy, delicious and nutritious meal!

Create Your Own Bzz

Some people love to cook, whereas some people like to avoid it. The versatility of the Ziploc® Zip 'n Steam™ Bags will be of interest to everyone from the home gourmet to the culinary-challenged. You can be as creative with Bzzing as you are with your cooking, so create your own, and have fun!







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Ziploc® Zip 'n Steam™ BzzCampaign

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