

PIZZA

Home Run Inn

HOT DOGS

BEER & WINE

PIZZA

CREDIT / DEBIT

MOBILE ORDERING

CHICAGO'S
FAMOUS
THIN CRUST
PIZZA

FAVORITES
BEVERAGES
MIDWESTERN
TWO CHEW
PRETZEL

CHICAGO'S
Home Run Inn
PREMIUM PIZZERIA
ALL NATURAL
PIZZA
SINCE
1947

CHICAGO'S
Home Run Inn
— EST. 1947 —
PREMIUM PIZZERIA

Quick Brief	3
CPG.IO Team	4
Homerun Inn Archive Pictures	5
Packaging Challenge	6
Package Pricing	7
Ice Packing	15
Package Pricing at a Glance	16
Dry Ice vs. Ice Packs	23
Cold Ship Testing	26

CLIENT INFO

Homerun Inn Pizza

Address: 6249 South Archer Ave., Chicago, IL 60638

HomeRunInn.com | [Facebook](#) | [Twitter](#)

LAUNCH DATE:

WEBSITE:

Site will be Shopify. They are building it from scratch.

CLIENT CONTACTS:

Colleen Brown, VP Sales - cbrown@homeruninn.com
630-286-0827

Gina Bolger - gbolger@homeruninn.com

Dan Costello - dcostello@homeruninn.com

Nick Perrino - nperrino@homeruninn.com

Katie McGinn - kmcginn@homeruninn.com

Mary Buch - mbuch@homeruninn.com

CPG.IO TEAM

PM Lead: Shelly Kalmas

Account Mgr: Shay Dolezal

CSR Mgr: Desiree Diaz

Ship/Pack Tests: Arctic Thermal, Kathy Razzi

Package Design: Kathy Razzi

Web: Shashank Gupta

Web: Isabel



Shelly Kalmas - PM



Phil Koberlein - AM



Shay Dolezal -
Account Manager



Desiree Diaz -
Customer Service



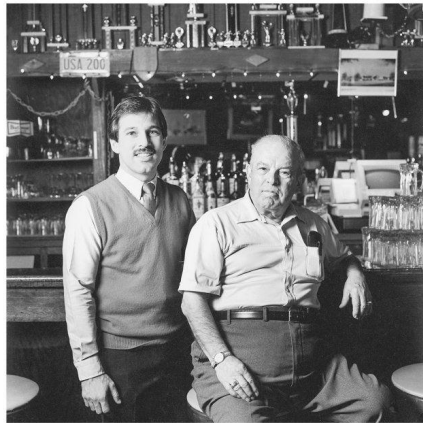
Katherine Razzi - Ship
Test, Packaging,
Graphic Design

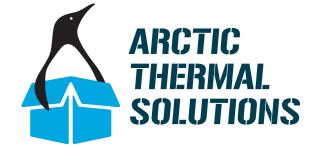


Frank Prochot -
Warehouse Operations



Debra Jaros -
Warehouse Operations
Cold Ship





Initial testing was performed by Arctic Thermal on 1/13/22.

By Audrey Matteson 1/13/22

I went back to the drawing board to try to find the best design for your customer. One thing we have learned over the course of many pizza tests, is that the top pizzas always suffer the most. When you stack multiple pizzas on top of each other inside a box, the bottom pizza is the coldest, while to top is the warmest.

Physics doesn't help with that – we have all been taught hot air rises, and cold air falls. To maximize the number of pizzas, but also ensure proper climate control of each individual pizza, we tried something different. Stacking the pizzas on their sides (please see attached photos).

We are currently running a test on this setup. The box is a 15x12x12 to accommodate twelve (12) 8" pizzas.

There are 6 gel packs comfortably packed around the sides, and 4 placed on top. We have been discussing the advantage to use a larger gel pack amongst our team. For maybe the top, but the smaller gel packs on the sides fit nicely around the pizzas.

Please let us know your thoughts on this setup.

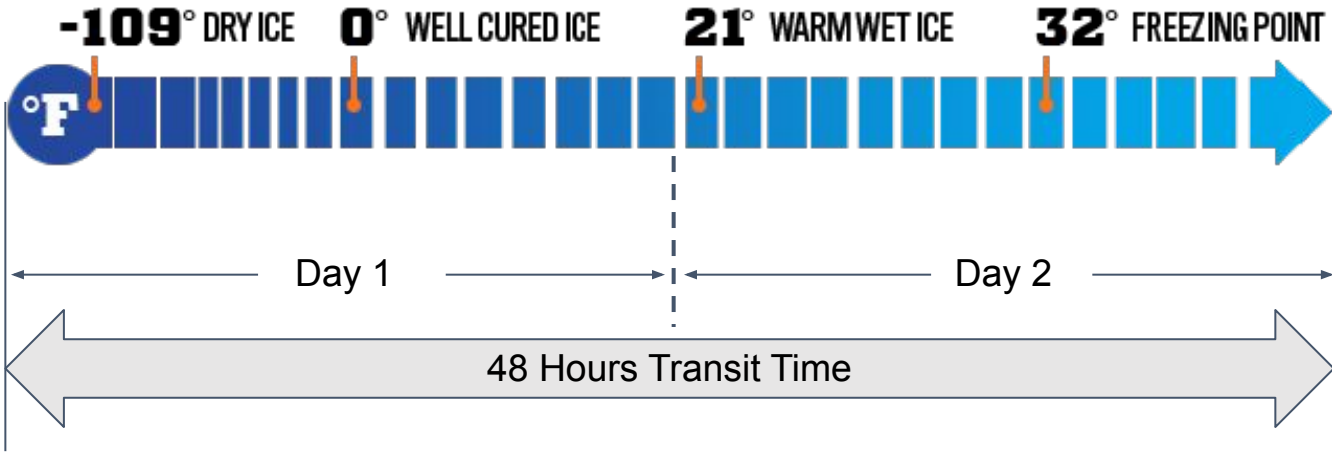


for HOME RUN INN PIZZA



[CONFIDENTIAL]

3/10/22 - We are informed by the client that Home Run Inn Pizzas must arrive to the customers FROZEN. That in mind, we are following the advised way to package the various pack sizes with BOTH dry ice and ice packs for 2 day shipping. The reason for this is the wet ice packs will take over after dry ice dissipates in transit. It's like having a little extra insurance.



CPG.IO | PACKAGE PRICING

3 PACK - 8 inch pizzas

Arctic Thermal Liner = \$3.45 ea.



1 lb Dry Ice = \$1.30 per lb
24 oz Wet Ice Bags = \$1.16 ea.



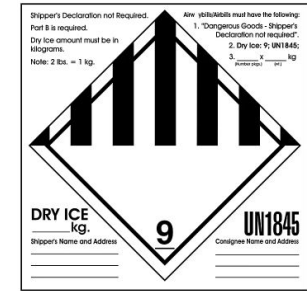
5 lbs Dry Ice = \$6.50 2 Pks Wet Ice = \$2.32



10x10x9* Shipping Box = 86¢ ea



(1)



(1)

Labels = 4¢ ea.



(2)



(1)

PACKAGING COSTS

Box = 86¢
Liner = \$3.45
Dry Ice = \$6.50
Wet Ice (2) = \$2.32
Labels (4) = 20¢

TOTAL = \$13.33

for **HOME RUN INN PIZZA**



[CONFIDENTIAL]

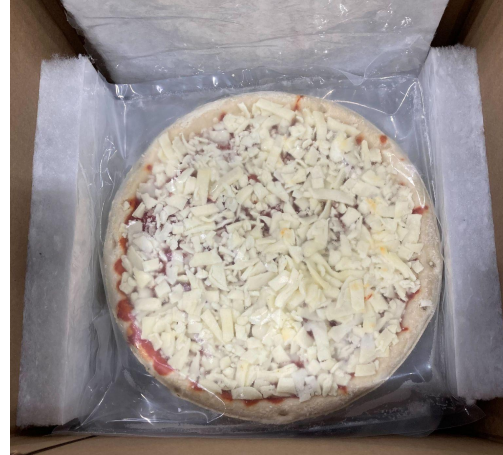
*Normal box size is 10x10x7. The extra 2 in height accommodates pizza plates and cutters if ordered.

6 PACK - 8 inch pizzas



10x10x14* Shipping Box = \$1.39 ea

Arctic Thermal Liner = \$4.75 ea.



1 lb Dry Ice = \$1.30 per lb
24 oz Wet Ice Bags = \$1.16 ea.



5 lbs Dry Ice = \$6.50

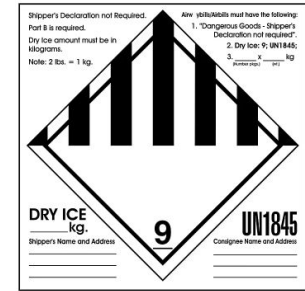
+



4 Pks Wet Ice = \$4.64



(1)



(1)

Labels = 4¢ ea.



(2)



(1)

PACKAGING COSTS

Box = \$1.39

Liner = \$4.75

Dry Ice = \$6.50

Wet Ice (4) = \$4.64

Labels (4) = 20¢

TOTAL = \$17.48

*Normal box size is 10x10x12. The extra 2 in height accommodates pizza plates and cutters if ordered.

CPG.IO | PACKAGE PRICING

3 PACK - 12 inch boxed pizzas



17x17x8 Shipping Box = \$2.08 ea

Arctic Thermal Liner = \$7.15 ea.*



1 lb Dry Ice = \$1.30 per lb
24 oz Wet Ice Bags = \$1.16 ea.



5 lbs Dry Ice = \$6.50

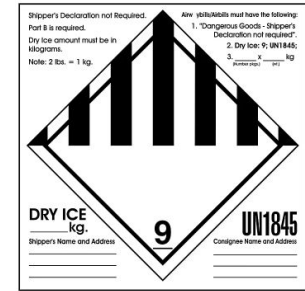
+



4 Pks Wet Ice = \$2.32



(1)



(1)

Labels = 4¢ ea.



(1)

(2)

PACKAGING COSTS

Box = \$2.08

Liner = \$7.15

Dry Ice = \$6.50

Wet Ice (4) = \$4.64

Labels (3) = 20¢

TOTAL = \$20.57

for **HOME RUN INN PIZZA**



[CONFIDENTIAL]

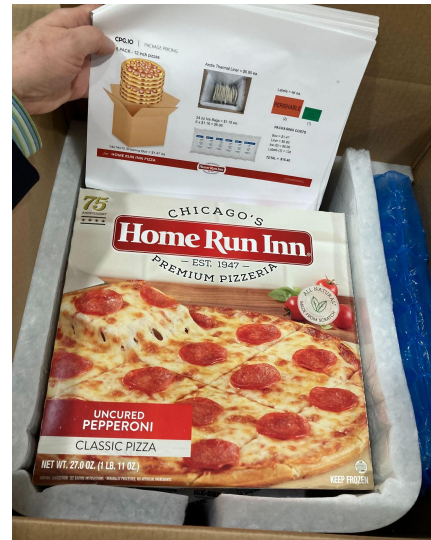
*11.9.22 - Updated price due to a clerical error (by k:) but it may change because Arctic Thermal updated pricing in October.

6 PACK - 12 inch boxed pizzas



18x18x10 Shipping Box = \$2.42 ea

Arctic Thermal Liner = \$8.25 ea.



1 lb Dry Ice = \$1.30 per lb

24 oz Wet Ice Bags = \$1.16 ea.



5 lbs Dry Ice = \$6.50

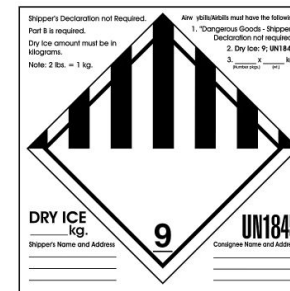
+



4 Pks Wet Ice = \$4.64



(1)



(1)

Labels = 4¢ ea.



(2)



(1)

PACKAGING COSTS

Box = \$2.42

Liner = \$8.25

Dry Ice = \$6.50

Wet Ice (4) = \$4.64

Labels (4) = 20¢

TOTAL = \$22.01

for **HOME RUN INN PIZZA**



[CONFIDENTIAL]

CPG.IO | PACKAGE PRICING

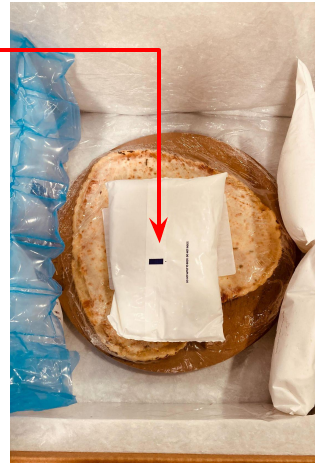
4 PACK - Heart-shaped pizzas
(Pizza Package is 11" in circ. & 1" height)



14x14x8 Shipping Box = \$1.50 ea.



Dry ice pack.



1 lb Dry Ice = \$1.30 per lb
24 oz Wet Ice Bags = \$1.16 ea.



5 lbs Dry Ice = \$6.50

+

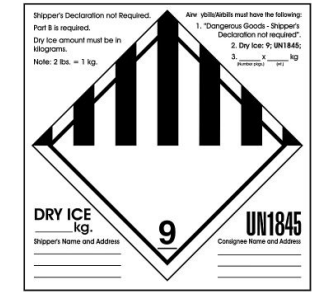


4 Pks Wet Ice = \$4.64

Arctic Thermal Liner = \$6.15 ea.



(1)



(1)

Labels = 4¢ ea.

PERISHABLE

FREEZE UPON ARRIVAL

(2)

(1)

PACKAGING COSTS

Box = \$1.50

Liner = \$6.15

Dry Ice = \$6.50

Wet Ice (2) = \$4.64

Labels (4) = 20¢

TOTAL = \$18.99

for **HOME RUN INN PIZZA**



[CONFIDENTIAL]

8 inch pizzas

Pizza Pks	Box Sz	Box \$	Liner	Dry Ice	Wet Ice	Labels	TOTAL PK	2-DAY AIR	TOTAL \$
3	10x10x9	86¢	\$3.45	\$6.50	\$2.32	20¢	\$13.33		
6	10x10x14	\$1.39	\$4.75	\$6.50	\$2.32	20¢	\$17.48		

12 inch pizzas

Pizza Pks	Box Sz	Box \$	Liner	Dry Ice	Wet Ice	Labels	TOTAL PK	2-DAY AIR	TOTAL \$
3	17x17x8	\$2.08	\$7.15	\$6.50	\$4.64	20¢	\$20.57		
6	18x18x10	\$2.42	\$8.25	\$6.50	\$4.64	20¢	\$22.01		

Heart pizzas

Pizza Pks	Box Sz	Box \$	Liner	Dry Ice	Wet Ice	Labels	TOTAL PK	2-DAY AIR	TOTAL \$
3	14x14x8	\$1.50	\$6.15	\$6.50	\$4.64	20¢	\$18.99		

for HOME RUN INN PIZZA



[CONFIDENTIAL]

12.75"H x 12.5"W



for HOME RUN INN PIZZA

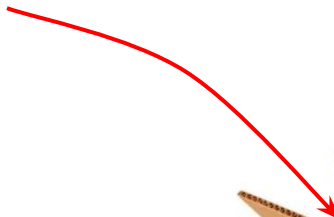


[CONFIDENTIAL]

IMPORTANT: DO NOT TAPE ALL THE BOX SEAMS AS DRY ICE GAS NEEDS TO ESCAPE!



Place 5 lbs dry & 1, 24 oz. wet ice on top of pizzas.



1, 24 oz Ice Pack on bottom.



Liners not shown.

IMPORTANT: DO NOT TAPE ALL THE BOX SEAMS AS DRY ICE GAS NEEDS TO ESCAPE!

Place 5 lbs dry ice on top of all pizzas.

4, 24 oz Ice Pack on sides.



Liners not shown.

		Unit Details			Sell Pack Details									Direct to Consumer		
UPC/Item #	Item Title	Unit Cost	Unit Weight (LB)	Units per Sell Pack	Net Cost	Net Weight	L	W	H	# of Ice Packs	Cooler Box	2 Day Shipping	CPGIO Commission	CPGIO D2C Net Fees	Shopify Commission	D2C Sell Price
0-31205-06000-1	Home Run Inn 12" Classic Cheese Pizza	\$4.45	1.875	2	\$8.90	9.75	14	14	5	4	\$10.14	\$34.38	\$1.34	\$5.40	\$2.16	\$62.02
0-31205-05000-2	Home Run Inn 12" Classic Sausage Pizza	\$4.45	1.875	3	\$13.35	11.625	14	14	7	4	\$11.12	\$38.89	\$2.00	\$5.60	\$2.49	\$73.16
0-31205-06000-1	Home Run Inn 12" Classic Cheese Pizza	\$4.45	1.875	6	\$26.70	20.25	14	14	12	6	\$15.40	\$57.79	\$4.01	\$6.20	\$3.71	\$113.50
0-31205-06000-1	Home Run Inn 12" Classic Cheese Pizza	\$4.45	1.875	8	\$35.60	24	14	14	12	6	\$17.04	\$65.60	\$5.34	\$6.60	\$4.33	\$134.21
0-31205-18600-8	Home Run Inn 8" Classic Cheese Pizza	\$2.34	0.766	2	\$4.68	7.532	10	10	5	4	\$8.34	\$29.52	\$0.70	\$5.21	\$1.80	\$49.95
0-31205-18500-1	Home Run Inn 8" Classic Sausage Pizza	\$2.34	0.766	3	\$7.02	8.298	10	10	7	4	\$8.88	\$32.07	\$1.05	\$5.32	\$1.98	\$56.02
0-31205-18600-8	Home Run Inn 8" Classic Cheese Pizza	\$2.34	0.766	6	\$14.04	13.596	10	10	12	6	\$12.35	\$43.87	\$2.11	\$5.63	\$2.71	\$80.41
0-31205-18500-1	Home Run Inn 8" Classic Sausage Pizza	\$2.34	0.766	8	\$18.72	15.128	16	10	10	6	\$13.61	\$48.42	\$2.81	\$5.84	\$3.06	\$92.17

for **HOME RUN INN PIZZA**



[CONFIDENTIAL]

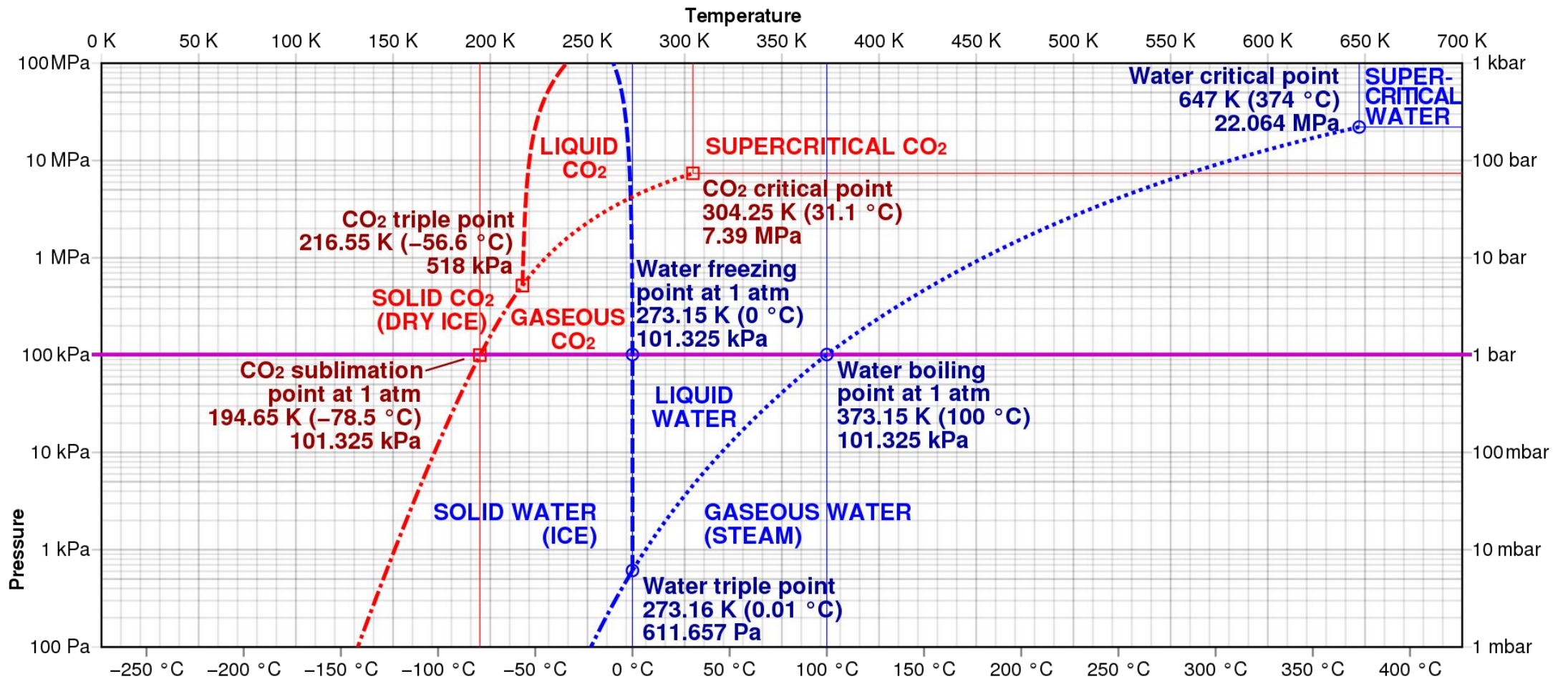
Dry Ice Guide Table

Pounds of dry ice recommended for Frozen Packaging and Shipping. Extra dry ice is included to compensate for ambient room temperature containers, product and package conditioning prior to shipping.

Weight of Frozen Product	Time in Transit					
	24 Hour		2 Days		3 Days	
	Block Dry Ice	Snow Dry Ice	Block Dry Ice	Snow Dry Ice	Block Dry Ice	Snow Dry Ice
2 LB	5 LB	6 LB	10 LB	12 LB	15 LB	18 LB
5 LB	8 LB	9 LB	15 LB	17 LB	22 LB	25 LB
10 LB	10 LB	12 LB	20 LB	23 LB	30 LB	33 LB
20 LB	15 LB	17 LB	25 LB	28 LB	35 LB	39 LB
50 LB	20 LB	22 LB	30 LB	33 LB	45 LB	49 LB

* Test and verify with your company’s packaging requirements.
 * Dry ice snow must be pressed firmly down using hand protective gloves to slow sublimation.
 To fill all void areas with solid packing material, reference HOW TO: Guidelines on Packaging Perishable Products.

Dry Ice (-109°F)	Ice Packs (17°F)
Dry ice requires more air space in box. Thus, larger boxes, smaller product inside.	More ice packs (Ave. 80¢ ea) add wt, but w/snuggly fitting packaging to eliminate air, less ice needed.
2-5 lbs of dry ice for ea package. (lighter)	TBD – Our largest ice pack is 48 oz x 4 = 192 (12 lbs) That’s if we need to use 4 giant ice packs. (heavier)
Stryros add wt. & larger sizes can dim out on the scale.	Smaller packages won’t dim out on the scale.
Dry ice regulations are dicey for air shipping. >5lbs dry ice per package.	Ships 24-48 Air, no special regulations.
Requires special space in WH	Can assemble in any designated area in WH
Requires special handling & equipment, ie. Goggles, gloves, coats.	No special gear required.
Best for hot weather.	Iffy in extreme heat.



<https://theoutdoorjunkie.com/how-long-does-dry-ice-last/>

How Long Does Dry Ice Last?

The amount of time dry ice lasts completely relies on the method of storage is being used. Considering that dry ice is typically available in 5 pound bricks, this is what the following time measurements apply to. Dry ice lasts for the following amounts of time:

- When placed in a cooler, dry ice can last from 18 to 24 hours.
- Dry ice lasts anywhere from 3 to 5 hours when left outside.
- Placed in liquid, dry ice will last from 15 to 45 minutes.

April 4, 2022 Sent email to CPGIO team informing them of new test to be conducted as soon as liners arrive.

TEST 1 – THERMAL: AT AVERAGE ROOM TEMP 72°F

1. Initial testing will be conducted in-house with temp trackers to maintain 32°F of the food.
2. Check after 24 hours.
3. Check after 48 hours.
4. Note conclusions.

TEST 2 – SHIPPING: 2-DAY GROUND, AIR

1. Ship to IL, Local 338 Lexington
 - a. With temp gauges
 - b. Packages returned
2. Ship to CA or other southern location
 - a. 2-Day Air
 - b. No return

April 4, 2022: Audrey Matteson delivered the test liners in person. The following are the test sizes only.

Box Size	Contents	A	B
10x10x12	8", 6 pk	10 x 31.25	10.5 x 27.25
17x17x8	12", 3 pk	17 x 14.25	6.5 x 48.25
18x18x10	12", 6 pk	18 x 45.25	8.5 x 51.25
18x18x12	12", 8 pk	18 x 47.25	10.5 x 51.25

Invoice for these samples to come.

8" PIZZA, 6 PK
10x10x12
Start Date: 4/5/22

Dry Ice: 5 lbs
Wet Ice: 2, 24oz pks

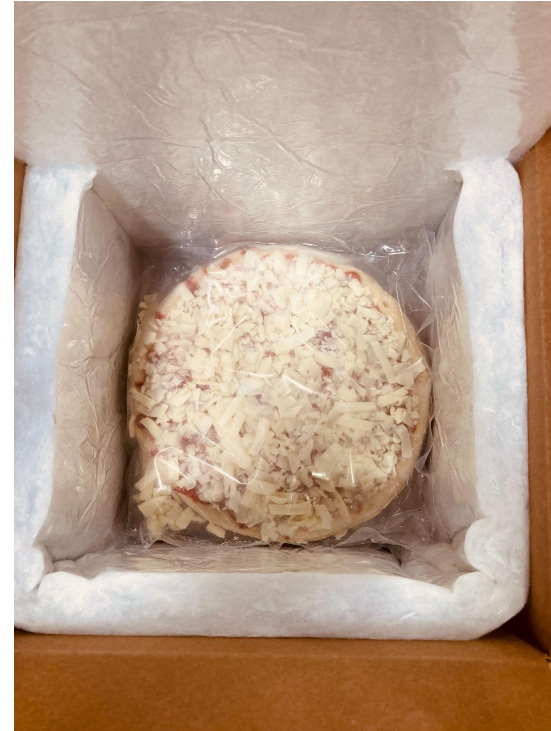
Ship Wt. 12.15 lbs
UPS Next Day Air: \$26.02
UPS 2 Day Air: \$19.12

Day 1: 4/6/22
Results: Excellent
Ave. Room Temp: 72°F
Food Temp: 35.7°F
Dry ice: 100% Sublimated.
Wet ice: Frozen solid
Pizzas: Frozen solid

Day 2: 4/7/22
Results: Poor - Pizzas were not frozen
and bendable. 42.4°F



1 wet ice pk at bottom of box.



6, 8" pizzas stacked on top.



5 lbs dry ice and 1 wet pk.

We only have 2 El-Sie testing devices. I decided to use one for Test Box 1 and 4. Note below that day 1, April 5, the starting temp was high but by day 2, April 7, temp throughout the box cooled down with the dry and wet ices chilling up the box. Same result for Test Box 4.



Reading	Date / Time (UTC)	Temperature (°F)	Humidity (%RH)	Dew Point (°F)
1	4/5/2022 15:35	81.47	35.7	51.72
2	4/7/2022 17:35	41.62	60.7	29.03



Ending temp at 48 hour mark.

12" PIZZA, 3 PK
17x17x8
Start Date: 4/5/22

Dry Ice: 5 lbs
Wet Ice: 4, 24oz pks

Ship Wt. 20.70 lbs
UPS Next Day Air: \$30.81
UPS 2 Day Air: \$23.98

Day 1: 4/6/22
Results: Excellent
Ave. Room Temp: 72°F
Food Temp: 34.3°F
Dry ice: 100% Sublimated.
Wet ice: Frozen solid
Pizzas: Frozen solid

Day 2: 4/7/22
Results: Poor - Pizzas were not frozen
and bendable. 43.1°F



4 wet ice pks at on box sides..



3, 12" pizzas stacked on top.



5 lbs dry ice on top

for HOME RUN INN PIZZA



[CONFIDENTIAL]

12" PIZZA, 6 PK
18x18x10
Start Date: 4/5/22

Dry Ice: 5 lbs
Wet Ice: 4, 24oz pks

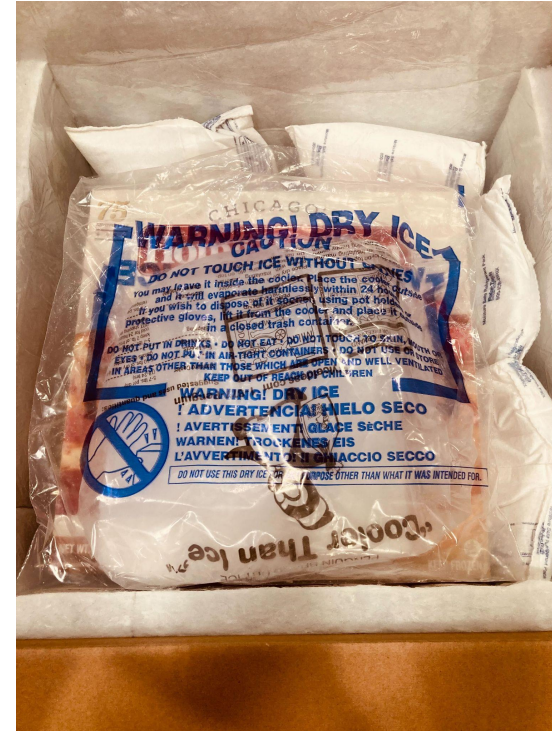
Ship Wt. 26.60 lbs
UPS Next Day Air: \$34.86
UPS 2 Day Air: \$27.55

Day 1: 4/6/22
Results: Excellent
Ave. Room Temp: 72°F
Food Temp: 33°F
Dry ice: 2/3 Sublimated.
Wet ice: Frozen solid
Pizzas: Frozen solid

Day 2: 4/7/22
Results: Fair - Pizzas were not frozen
and bendable. 36.1°F



4 wet ice pks at on box sides..



3, 12" pizzas stacked on top and dry ice over boxes..

12" PIZZA, 8 PK
 18x18x12
 Start Date: 4/5/22

Dry Ice: 5 lbs
 Wet Ice: 6, 24oz pks

Ship Wt. 36.60 lbs
 UPS Next Day Air: \$41.88
 UPS 2 Day Air: \$33.54

Day 1: 4/6/22
 Results: Excellent
 Ave. Room Temp: 72°F
 Food Temp: 32.3°F
 Dry ice: ½ Sublimated.
 Wet ice: Frozen solid
 Pizzas: Frozen solid

Day 2: 4/7/22
 Results: Fair - Pizzas were not frozen
 and bendable. 39.4°F



6 wet ice pks at on box sides..



8, 12" pizzas stacked on top and dry ice over boxes..

Reading	Date / Time (UTC)	Temperature (°F)	Humidity (%RH)	Dew Point (°F)
1	4/5/2022 15:37	76.23	39	49.46
2	4/7/2022 17:37	34.71	57.7	21.32



Ending temp at 48 hour mark.
This reads 32.71°F but pizzas
were not frozen to touch, only
cold and bendable.

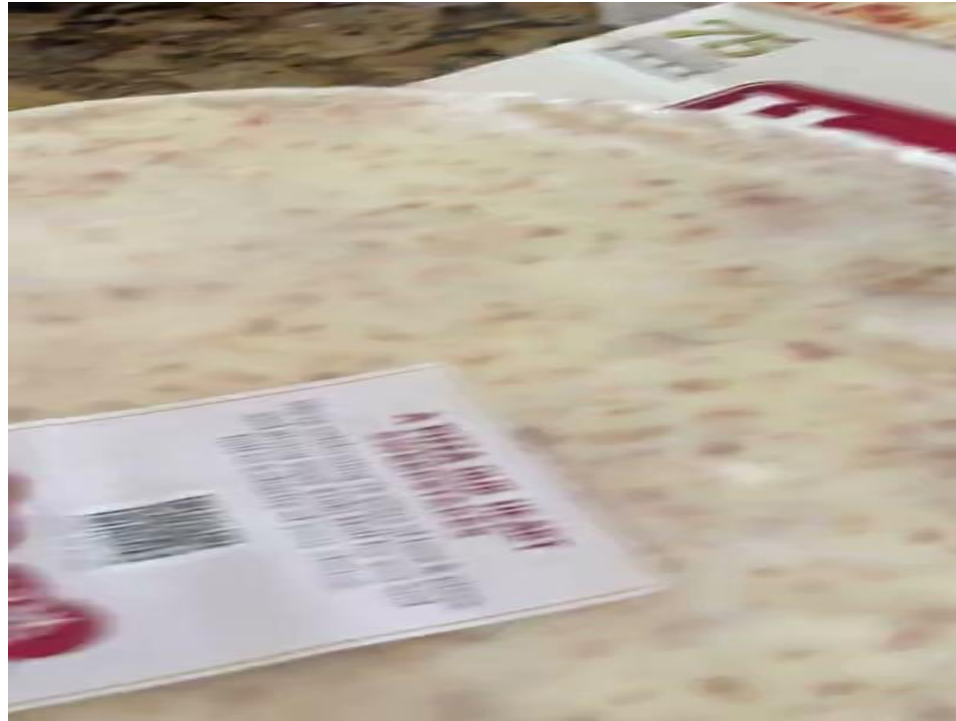
12" PIZZA, 8 PK
18x18x12
Start Date: 4/7/22

Dry Ice: 5 lbs
Wet Ice: 6, 24oz pks

Shipped to:
Margot Matot
227 W. Bay Cedar Circle
Jupiter, FL 33458

Ship Wt. 36.60 lbs
UPS Next Day Air: \$4????

Day 1: 4/8/22
Results: Excellent
Average Outdoor Temp 85°F
Dry ice: Sublimated.
Wet ice: Frozen solid
Pizzas: Frozen solid



Here's a checklist:

- Frozen solid - *All were received frozen*
- Cold – not frozen
- Warm
- Melted pizzas
- Soggy
- Smashed - *No*
- Ice packs melted - *only dry ice*
- Some pizzas cold, others warm

What time did your package arrive?
Was it sitting on your porch for long?
What was the temperature?

Comment: Due to indoor testing which resulted with unfrozen pizzas on the 48 hour mark, I shipped the largest pack size of pizzas to Margot as the ultimate "acid" test using overnight shipping. The video above is Margot receiving the pizzas and declaring them frozen.

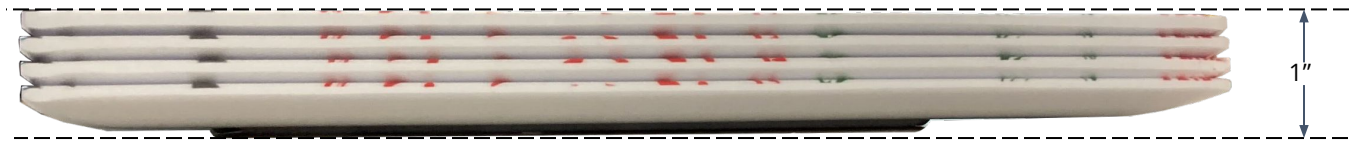
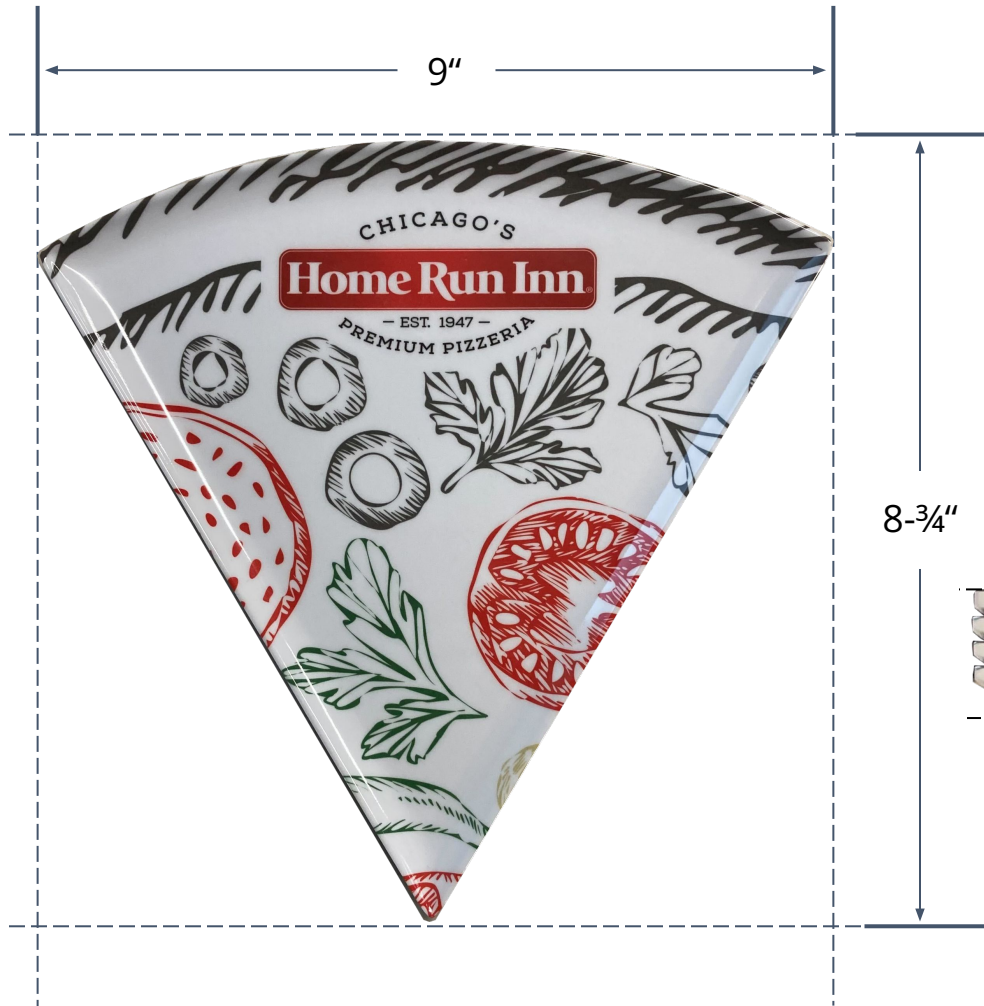
CPG.IO | ADDITIONAL MERCHANDISE PIZZA CUTTERS

5/2/2022 Today, I learned we are going to need some space in the boxes to accommodate additional merchandise below which I believe will fit with the pizzas.

Each cutter comes individually wrapped.



The pizza cutter is 1 inch thick at the widest point.



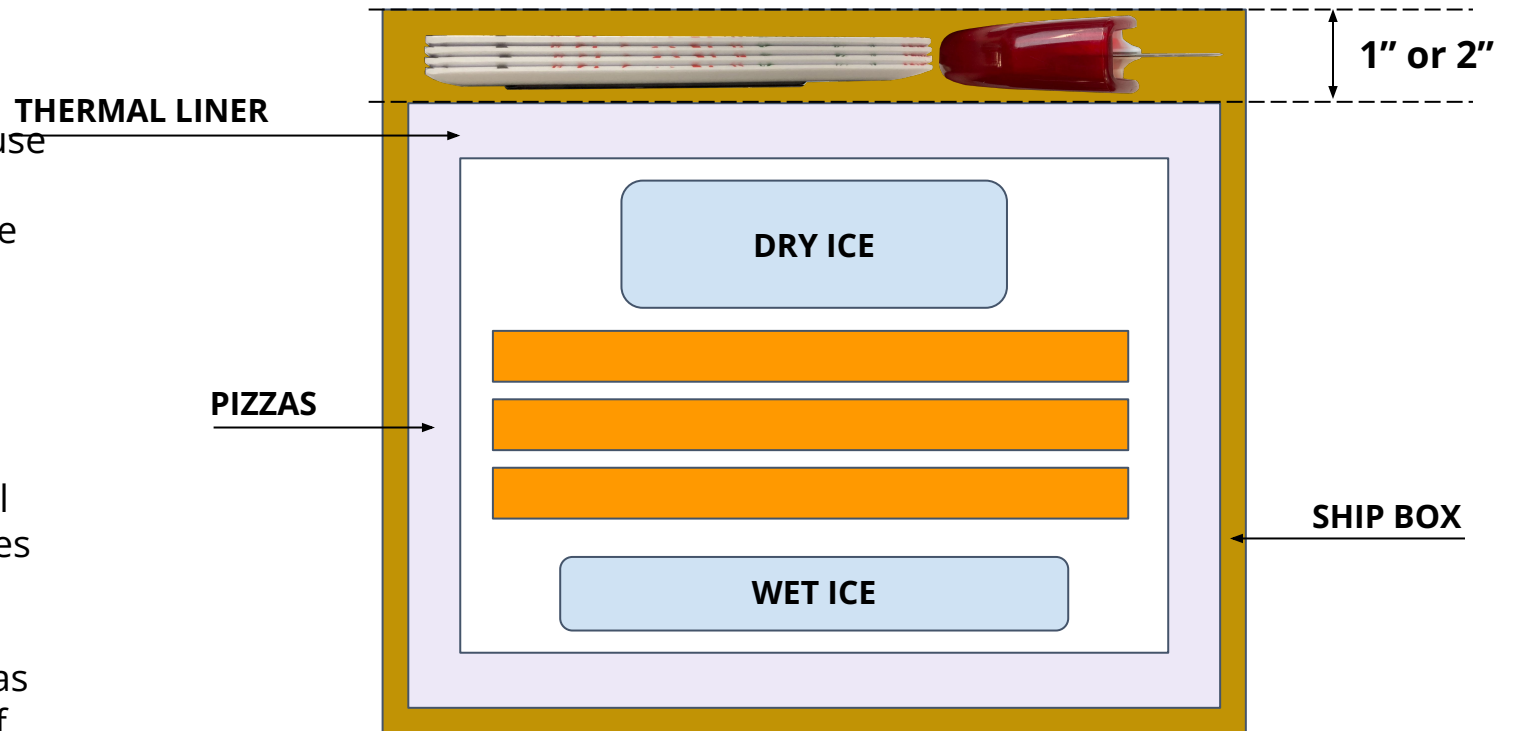
Plates stack to 1".

IMPORTANT: Four (4) plates will be the only selection to purchase.

6/14/22 - On the first day of shipping orders, it was discovered that it was difficult to add the pizza plates and cutters to the shipment because the box size is too snug a fit for the pizzas, wet and dry ice. Also, there was concern that the items might break when touching dry ice. Therefore, it was advised by the warehouse that we ship those items separately - for now. If these promo items are going to be a constant, then we can adjust the box heights for all the varieties to accommodate by at least 1 inch. Here is what that assembly might look like.

6/17/22 - Update: Branded premiums will be a constant. Only the 8" pizza ship boxes will be increased in height. The liners will stay the same size. 12" pizza ship boxes have ample room to ship the premiums as long as they are packed on the bottom of the box away from the ice.

Add extra 1" or 2" to existing box height for 8" pizza boxes.



6/14/22 - The client is requesting an additional insert that warns consumers not to touch the dry ice bag. This is in addition to the warning labels on the outer ship box. 5-½ x 8-½ insert. **PLACE ON TOP OF LINER BEFORE CLOSING BOXES.**



CPG.IO | BRANDING TAPE

- Price \$128.82/1500 ft of tape.
- Average 2-½' to 3' cut tapes per boxes: 10 x 10" and 17 x 17"
- Average cost per box = 25¢ ea.
- 1500 ft of tape covers roughly 600 boxes.





for HOME RUN INN PIZZA



[CONFIDENTIAL]

1

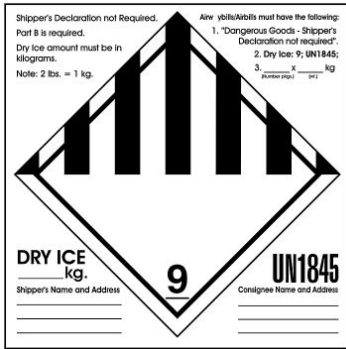
Close the box. DO NOT SEAL THE SIDE EDGES. (Dry ice gas needs to escape.)

2

Affix branded tape on sealer edge.

3

Affix all stickers where shown.



(1) Mark the DRY ICE label as instructed.



(1)



(1)



(2) One on other side of the box.



Shipping Label

Add Pizzazz to Pizza!



for HOME RUN INN PIZZA



[CONFIDENTIAL]