CLAIMS

1. A transportable container for flowable bulk goods comprising~~;~~

a bottom support;

a stretch wrap spirally wrapped around said bottom support and extending vertically in relation~~ship~~ to said bottom support; ~~and~~

a plurality of bulk goods disposed within said stretch wrap, and

~~said stretch wrap in contact with~~ at least a portion of said plurality of bulk goods disposed in direct contact with said stretch wrap to squeeze ~~and lock together~~ said plurality of bulk goods ~~disposed~~ together and generate hoop forces for stabilizing said plurality of bulk goods in said transportable container~~.~~,

wherein said bottom support comprises a transporter base configured to initially form the bulk goods disposed in the transportable container, said transporter base comprising a bottom and a wall extending peripherally from said bottom to a wall end.

2. The transportable container as set forth in claim 1 wherein said transportable container has a shape that varies radially in vertical relationship to said bottom support.

3. The transportable container as set forth in claim 2 wherein said transportable container is tapered.

4. The transportable container as set forth in claim 2 wherein said transportable container is hour glass shaped.

5. The transportable container as set forth in claim 2 wherein said transportable container is pumpkin shaped.

6. The transportable container as set forth in claim 1 wherein said plurality of bulk goods are a cereal or a ready-to-eat cereal.

7. The transportable container as set forth in claim 1 wherein said bottom support is a transporter base.

8. The transportable container as set forth in claim 7 wherein said transporter base includes a bottom and at least one wall extending peripherally from said bottom to a wall end and said stretch wrap is wrapped around said at least one wall.