pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, or combinations thereof. The projection of the feeding pad may be sized slightly smaller than the recessed portion of the body such that the recessed portion of the body may be placed onto the projection of the feeding pad. The surface of the feeding pad may have a color that is different than a color of the projection on the feeding pad. The feeding pad may be made of a no-skid material.

[0018] In an embodiment, the feeding pad comprises a plurality of projections. Each of the plurality of projections may have a different shape and a different color. The shapes and colors may correspond to a type of consumable product housed by the body of the package. In an embodiment, the feeding pad comprises at least two different shaped projections.

[0019] In an embodiment, a recessed portion of the body and a projection of the lid have a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, or combinations thereof.

[0020] In an embodiment, the projection of the lid is sized slightly smaller than the recessed portion of the body such that the projection of the lid may be inserted into the recessed portion of the body.

[0021] In an embodiment, the color of the lid is different for packages housing a protein, a vegetable, a grain, and a fruit. For example, the color of the lid may be green when the consumable product housed by the body is a vegetable, or red when the consumable product housed by the body is a fruit, or yellow when the consumable product housed by the body is a grain, or orange when the consumable product housed by the body is a protein.

[0022] In an embodiment, the body further comprises a gripping portion. The gripping portion may be dimple grips and may have a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, or combinations thereof. The gripping portion may cover from about 5% to about 100% of a circumference of the body, or from about 10% to about 90% of

shape. The rounded shape of lid 16 may evoke an image of a head shape that combines well with a shape 20 such as a smiley face. The skilled artisan will appreciate, however, that lid 16 need not have a rounded shape and may have any shape known in the art. Projection 22 may have any size and shape known in the art. In an embodiment, however, projection 22 may have a shape easily recognizable to a toddler such as, for example, a circle, a square, a rectangle, a triangle, a star, a flower, etc., and may be sized to mate with a similarly shaped cut-away portion 24 (e.g., a negative shape) of a bottom surface of body 12, as shown by FIG. 2. In this manner, when package 10 is fully assembled having body 12 and lid 16, a first package 10 may be stacked onto a second package 10, as shown in FIG. 3. When stacked, a projection 22 of a first package 10 will mate with a similarly shaped cut-away portion 24 of a second package 10. Projection 22 may also have a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, or combinations thereof.

[00127] Accordingly, a childlike indicia/shape 20 and projections 22 may promote use of package 10 as more than a consumable product package 10, thereby making package 10 multifunctional for feeding and play time purposes. In this manner, the child may be able to play with package 10 as a toy before, during or after meal time. Caregivers may also select a balanced meal for a toddler based on the color scheme discussed above, stack the selected meal packages 10, and serve the meal to a toddler. This presentation makes meal time fun for the toddler, who may be allowed to "play" with packages 10 to unstuck them, open them, self-feed, and then (if desired) play with or restack empty packages 10.

[00128] In another embodiment, and as shown in FIGS. 4-7, a package 30 for storing consumable products is provided. Package 30 includes a body 32 that defines an interior compartment (not shown). Although body 32 of package 30 is illustrated as being substantially cylindrical in shape, body 32 of package 30 may define any shape that is known in the art. For example, body 32 may be square, rectangular, oval (e.g., oblong), triangular, etc., so long as body 32 is capable of housing a consumable product within an interior compartment. For ease of reference, and with this embodiment, body 32 will be discussed as being a square body 32. Body

[00132] Similar to lid 16, lid 34 may include at least one projection 36 (e.g., a positive shape) embossed on a top portion. Projection 36 may have any size and shape known in the art. In an embodiment, however, projection 36 may have a shape easily recognizable to a toddler such as, for example, a circle, a square, a rectangle, a triangle, a star, a flower, etc., and may be sized to mate with a similarly shaped cut-away portion ~~38~~ (e.g., a negative shape, not illustrated) of a bottom of body 32. Similar to packages 10, when packages 30 are fully assembled having body 32 and lid 34, a first package 30 may be stacked onto a second package 30, as shown in FIG. 5. When stacked, a projection 36 of a first package 30 will mate with a similarly shaped cut-away portion (not illustrated) of a bottom surface of body 32 of a second package 30. Projection 36 may also have a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, or combinations thereof.

[00133] As shown in FIG. 6, a feeding pad 38 may also be provided to a child before, during or after feeding. In this embodiment, instead of simply allowing the child to stack the food containing packages on top of each other, the child may also match a shaped projection 36 on top of package 30, or the shaped recess of a bottom surface of body 32, with a matching shaped projection 40 on feeding pad 38, as shown in FIG. 7. Once matched with the corresponding shapes 40 on feeding pad 38, projected shapes 40 help to keep packages 30 from tipping or spilling during feeding time. Feeding pad 38 may also have a non-skid surface that prevents feeding pad 38 from being pushed or moved by the toddler during feeding time.

[00134] In the same manner as packages 10, lid 34 may have a color that is indicative of a type of food contained therein. For example, if four packages 30 are provided, with each lid 34 having a different color, the colors of each package 30 may indicate whether the package 30 contains a protein (e.g., orange), a vegetable (e.g., green), a fruit (e.g., red), or a grain (e.g., yellow). Additionally, projected shape 36 on lid 34 may also be indicative of the contents of package 30 (e.g., a square shape for a yellow lid and a grain product, a circle shape for a green lid and a vegetable product, a star shape for an orange lid and a protein product, and a triangle shape for a red lid and a fruit product). The skilled artisan will appreciate that these combinations are simply

and size of the recessed portion of the body. The method further includes placing the consumable product package kit on a retail shelf.

[00217] In yet another embodiment, a method for marketing consumable products is provided. The method includes providing a package comprising (i) a container for housing a consumable product, the container having a color that corresponds to a type of the consumable product housed by the container, and (ii) a sleeve configured to house the container, the sleeve having at least four sides, each of the four sides comprising an indicia. The method further includes placing the consumable product package kit on a retail shelf.

[00218] In still yet another embodiment, a method for marketing consumable products is provided. The method includes providing a package comprising a body defining at least one interior compartment for housing a consumable product, first and second projections extending from the body, and a perimeter having a shape that resembles an airplane, wherein the first projection is located in a location that corresponds to a first wing of the airplane-shaped perimeter and the second projection is located in a location that corresponds to a second wing of the airplane-shaped perimeter. The method further includes placing the consumable product package kit on a retail shelf.

[00219] It should be understood that various changes and modifications to the presently preferred embodiments described herein will be apparent to those skilled in the art. Such changes and modifications can be made without departing from the ~~spirit and~~ scope of the present subject matter and without diminishing its intended advantages. It is therefore intended that such changes and modifications be covered by the appended claims.

CLAIMS

The invention is claimed as follows:

1. A package comprising:

a body defining an interior configured to house a consumable product and comprising a bottom surface defining a recessed portion having a shape; and

a lid comprising a surface defining a projection having a shape and a size that corresponds to a shape and size of the recessed portion ~~on~~ of the body, and

a color on the package ~~that corresponds~~for corresponding to a type of the consumable product ~~housed by the body.~~ ; and

a feeding pad comprising a substantially flat surface having at least one projection having a shape and size that corresponds to the shape and size of the recessed portion of the body.

2. The package according to Claim 1, wherein the recessed portion of the body has a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, and combinations thereof; and

wherein the projection of the lid has a shape selected from the group consisting of a circle, square, rectangle, triangle, quadrilateral, pentagon, hexagon, heptagon, octagon, nonagon, decagon, hexadecagon, icosagon, star, ellipse, semicircle, crescent, flower, and combinations thereof.

3. The package according to Claim 1, wherein the projection of the lid is sized slightly smaller than the recessed portion of the body such that the projection of the lid may be inserted into the recessed portion of the body.

4. The package according to Claim 1, wherein the color of the lid is different for packages housing a protein, a vegetable, a grain, and a fruit.

5. The package according to Claim 1, wherein the body , the lid, or the body and lid further comprises:

a gripping portion; a gripping portion comprising dimple grips; a gripping portion comprising a shape; an indicia; or combinations thereof.

6. The package according to Claim 1, wherein the body, the lid, or the body and lid comprises at least one indicia, wherein the indicia is placed on the body, the lid, or the body and lid by a method selected from the group consisting of embossing, debossing, printing, engraving, a sticker, and combinations thereof; and

wherein the indicia is at least one of: an image that corresponds to a type of consumable product housed by the body, a color that corresponds to a type of consumable product housed by the body, a child-like indicia, a smiley face, a letter, a number, an image of a vegetable, an image of a fruit, an image of a grain, an image of a protein, nutritional information.

7. The package according to Claim 1, wherein the packaging is configured for multiple uses ~~include~~ including at least use as a feeding device and use as a toy.

8. The package according to Claim 1, further comprising:

~~a feeding pad comprising a substantially flat surface having at least one projection having a shape and a size that corresponds to a shape and size of the recessed portion of the body, the lid or the body and lid;~~

a sleeve configured to surround at least a portion of the package, the sleeve having at least four sides, each of the four sides comprising an indicia~~; or combinations thereof~~.

9. The package according to Claim ~~8~~1, wherein the surface of the feeding pad has a color that is different than a color of the projection on the feeding pad.

10. The package according to Claim ~~8~~1, wherein the feeding pad comprises a plurality of projections.

11. The package according to Claim ~~8~~1, wherein each of the plurality of projections has a different shape, a different color, or combinations thereof.

12. The package according to Claim ~~8~~1, wherein the color, shape, or color and shape, of the projections corresponds to type of consumable product housed by the body of the package.

13. The package according to Claim ~~8~~1, wherein the feeding pad is made of a no-skid material.

14. The package according to Claim ~~8~~1, wherein the package is configured to aid in providing ~~a balanced meal~~the consumable product to a toddler.

15. The package according to Claim ~~8~~1, wherein the package is configured for multiple uses ~~include~~ including at least use as a feeding device and use as a toy.

16. The package according to Claim 8, wherein the indicia is placed on the sleeve by a method selected from the group consisting of embossing, debossing, printing, engraving, a sticker, and combinations thereof; and
wherein the indicia on the sleeve is at least one of: an image that corresponds to a type of consumable product housed by the body, a color that corresponds to a type of consumable product housed by the body, a child-like indicia, a smiley face, a letter, a number, an image of a vegetable, an image of a fruit, an image of a grain, an image of a protein, nutritional information.

17. The package according to Claim 8, wherein a first side of the sleeve comprises an image that corresponds to the consumable product housed by the container, a second side of the sleeve comprises a number that corresponds to the consumable product housed by the container, a third side of the sleeve comprises a color that corresponds to the consumable product housed by the container, and a fourth side of the sleeve comprises a legend

containing elements for a balanced meal.

18. The package according to Claim 1, wherein the package is configured for use as ~~resembles~~ a child's building block and is configured to aid in providing ~~a balanced meal~~the consumable product to a toddler.

19. The package according to Claim 1, wherein the body further defining a hook at a top portion of the package for receiving a hanger.

20. The package according to Claim 1, wherein the consumable products are selected from the group consisting of snack foods, side meals, full meals, and combinations thereof.

21. The package according to Claim 1, wherein ~~the~~ a first projection of the package is configured to mate with a second projection of a second package.

22. The package according to Claim 1, wherein the body having a first compartment and a second compartment connected by a perforation, wherein the first and second compartments are arranged side by side in a first configuration, and wherein the package is folded along the perforation such that the first compartment rests on top of the second compartment in a second configuration.

23. The package according to Claim 22, further comprising a cover sealed to a top side of the package to seal the first and second compartments.

24. A method for providing a child with a ~~balanced meal~~consumable product, the method comprising:
providing at least two different packages, wherein the packages are selected from the group consisting of those claimed in Claim 1 to Claim 23; and
serving the child a meal comprising at least one of each of the different