

# Plus ça change

A temperature sensor using innovative colour-changing technology is being used in an in-pack promotion by a poultry producer. B&H Colour Change has produced the Cook Check Sensors for French supplier Arrivé to give away in packaged chickens sold in supermarkets. Inserted into the chicken during cooking, they contain a thermochromic tip that changes colour, turning red only if the meat is properly cooked.

[www.colourchange.com](http://www.colourchange.com)

