

# SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

## OFF PREMISE: HOW TO NAVIGATE THE SHIFT

*OPERATORS ARE ADVANCING TAKE-OUT & DELIVERY*



INTRODUCING KRAFT COLLECTION

PRESENTED BY



**Sabert**  
makes food look great®

# INSIGHTS

With nearly 40 years in the Foodservice industry, Sabert's success is driven by our steadfast commitment to incorporating the voice of our customers into everything we do. We take tremendous pride in our ability to truly listen to the market and rapidly evolve to help our customers enhance and advance the consumer experience.

## ***You asked, we delivered***

High demand for off-premise dining coupled with the growing consumer desire to minimize environmental impact has driven the need for innovative sustainable packaging solutions. Today, we are happy to announce the launch of our new product line, the Sabert Kraft Collection. The Kraft Collection features an array of corrugated and paperboard food packaging solutions designed to reduce environmental impact without sacrificing on strength and performance. These versatile products provide operators with endless possibilities to ensure their off-premise programs are successful.

## ***The massive shift to off-premise***

As the world continues to grapple with the global health crisis caused by COVID-19, it is safe to say that no industry has quite experienced the level of rapid change that we have seen within foodservice. With "social distancing" now permanently etched into our daily vocabulary, many operators across the country have been forced to shift their business models to exclusively offer off-premise and delivery, nearly overnight. While consumers are adjusting to this new reality, their behaviors and expectations have changed as the demand for food safety, sustainability, and transparency is at an all-time high.

In this special issue of Spotlight Magazine, our Marketing team delivers key insights on how operators can build and nurture a successful off-premise program to meet and exceed these heightened consumer expectations. The team offers a view into new technologies and services consumers have come to prefer as they begin to dine and order out.

While automation and technology make it easier to enhance the overall consumer experience, packaging still plays an integral role in ensuring the success of any off-premise dining program by preserving food integrity throughout the life of the delivery process and protecting the operator's brand.

We invite you inside as we navigate through the road to implementing a successful off-premise dining program that will leave customers feeling safe, secure, and ready to come back for more.

KATHY DEIGNAN  
Senior Vice President, Sales & Marketing



***Sustainable Packaging that makes food look great.***

At Sabert, we understand your brand's reputation is riding on your packaging's success. We're here to help build sustainable packaging programs for your operations that fulfill consumer's high expectations.

With Sabert, the answer is simple...

Think **Strong**. Think **Quality**. Think **Fresh**. Think **Green**.

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# Roadmap to Delivery



## Optimize on User Experience

1

Make sure your mobile web experience is intuitive and easy to use in order to have a successful delivery program with advanced technology, such as voice and facial recognition.



## Consider Technology Advancements

3

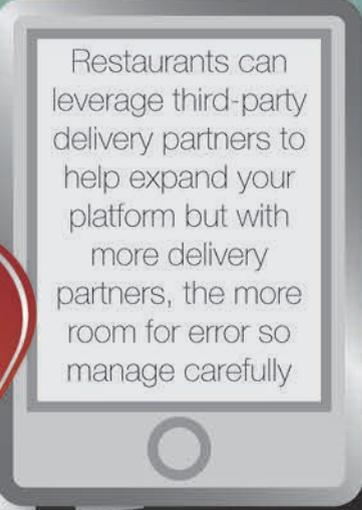
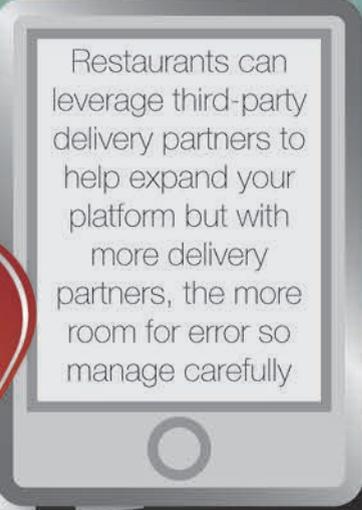
A rewards program and personalized recommendations that are easily accessible at check-out can help increase impulse sales and encourage customers to spend more.



## Use Third Party Apps to your Advantage

2

Restaurants can leverage third-party delivery partners to help expand your platform but with more delivery partners, the more room for error so manage carefully



With the growing demand for delivery and curbside pick-up, operators are no longer considering if they need a delivery program but more at how quickly they can make it available. Delivery is very important to the current restaurant landscape.

Some operators find creating a delivery platform to be difficult so third-party delivery companies might be a good alternative. Third-party delivery companies are so prevalent and popular that it allows operators to reach more consumers. Having a mobile presence is also a necessity as it reaches more consumers and allows them to place orders from where they are whether it is on the couch, in transit or even in the restaurant.

**52%** *of online orders are placed through mobile phones!*

The mobile experience isn't just being used to make online orders, consumers are also looking for good deals or coupons.

Digital marketing strategies vary but the most popular strategy is having a social media presence. Social media is also the most popular form of advertising for restaurants.

Facebook is the preferred social media platform for restaurant operators, while Instagram is the preferred platform for consumers to engage with your brand. When setting up your social media platform, it is important to note that your followers are looking for some sort of coupon in return for their follow.

Online reviews can make or break a restaurant so it is important to manage your online review profiles and respond to guest reviews and feedback, whether it's positive or negative.

Using digital marketing to advertise your restaurant increases brand recognition and will gain you more customers.

## Create an Operating Procedure

4

Operator's should check order accuracy before entrusting it to the delivery driver. Create a standard operating procedure to check the contents of every order before delivering to the consumer. Make sure cutlery, napkins and other essentials are included in every order.

5

## Recover Dissatisfied Guests

Mistakes are inevitable and these may be reflected in your guest reviews so recovery efforts should be made quickly with coupons being a great strategy to win back customers.



# Maximize With A Minimal Menu

**NEW!**



## Food Trays

9859 | 200/cs

99817 | 100/cs

## Trustworthy Trays

- Space-saving, nested design & drive-thru compatible
- Recyclable
- Suitable for direct food contact
- Printable

Sustainable



Presentation  
Ready



Recyclable



**61%**

*of US consumers  
will stick with Quick  
Service Restaurants  
despite a limited  
menu<sup>3</sup>*

*This publication is printed on recycled paper.*

Quick Service Restaurant's (QSR) are predicted to rebound with a back-to-basics menu. By streamlining offerings and focusing on core menu items, restaurants will reduce food and labor costs, simplify supply chain and decrease drive-thru wait times. Many QSR's are focusing on adapting the core menu to support off-premise dining sales, with greater emphasis on ease of ordering, food safety, curb-side pickup and delivery options. Food that doesn't travel well risks poor consumer experience and brand devaluation. Wraps, sandwiches, salads and deconstructed meals are consistent winners

on delivery and take out menus. Brand differentiation and customer loyalty campaigns will remain critical to QSR success, but it will not be through menu sprawl. Instead, distinction will be based on value, convenience and safety. QSR's will focus on a core menu with quality, flexible ingredients that can be incorporated into multiple recipes and creative limited time offers. Proprietary offerings, such as family meal bundles, make at home meal kits and sales of proprietary restaurant items like sauces, breads, beverages, etc. will likely become standard for many brands.

**NEW!**



### Rectangle Clamshells

55300 | 420/cs

55400 | 190/cs

#### Reliable Rectangles

- Superior presentation for premium menu items
- Wicks moisture while maintaining insulation
- Stackable
- Suitable for direct food contact
- Recyclable



Presentation Ready



Recyclable



**NEW!**



### Hospitality Tray

56010 | 100/cs

#### Stable Servings

- Packs and ships flat
- Fits dining carts
- Recyclable
- Assembled trays nest for space-saving storage
- Great for schools, patient feeding and food courts

Presentation Ready



Durable



Recyclable



# Generation Z Growing Delivery

**NEW!**



## Lunch Boxes

9607 | 50/cs      9602 | 100/cs  
9608 | 50/cs      9620 | 100/cs

## Basic Boxes

- Durable & transportation safe
- Recyclable
- Presentation ready
- Branding opportunity



Stackable



Durable



Recyclable



Made From  
Recycled Material

**53%**

of Gen Z  
consumers would  
be persuaded to  
order takeout more  
often if offered  
with eco-friendly  
packaging<sup>2</sup>

*This publication is printed on recycled paper.*

Gen Z is the youngest adult demographic and are a growing restaurant customer. They are driven to a restaurant based on speed of visit, convenience, free WiFi and their desire to be food explorers. With this in mind, restaurants will need to make sure they offer more frictionless experiences. This generation will favor delivery, take-out and meals at home, which will make digitally ordered take-out one of the fastest growing trends in 2020.

Social responsibility and a company's values also are more important to Gen Z

than previous generations. Gen Z cares more about the story of how food is grown, how a restaurant is locally sourcing, or how customers can purchase food leftovers at the end of the day to limit food waste. Operators will need to focus on authenticity where the customer can actually see the restaurant participate in social responsibility.

Restaurants will need to keep up with their digital presence and new technology advancements will help guide restaurants to meet the needs of 2020 and beyond.

**NEW!**



## Caterall Box

150051 | 15/cs

### Convenient Catering

- Durable
- Recyclable
- Transportation safe
- Presentation ready
- Branding opportunity



Durable



Made From  
Recycled Material



Recyclable

# Take-In Technology

**NEW!**

## Beverage on the Move®

7174 | 25/cs      6999 | 20/cs  
7175 | 25/cs      7450 | 30/cs

### Dependable Drinks

- Low cost promotional tool (branding)
- Superior construction & operational ease
- Ships & stores flat
- Suitable for hot or cold beverages



Functional



Sustainable



Presentation  
Ready

**60%**

of quick-service  
customers say they  
prefer to order at a  
kiosk<sup>4</sup>

*This publication is printed on recycled paper.*

Restaurant architecture now embodies both high tech architecture and low-tech hospitality, through the use of kiosks and mobile payments.

Nearly all food operators can benefit from these technologies. Supermarkets and C-Stores now offer takeout and delivery with apps that embed digital payments. Restaurant operators can gain more loyal customers and get valuable consumer demographic data for future promotions.

Apps with Mobile Pay also can give operators a competitive advantage. Some consumers prefer to use a particular app or website, such as Yelp, GrubHub or Instacart. This allows these operators to promote add-ons

to guests as they checkout.

Similarly, Kiosks allow operators to advertise their new promotions when customers touch the screen. Operators can also remind guests of new services they offer.

Food packaging is an essential part of the guest experience. Consumers who order from a kiosk, expect their meals to look and taste the same as if they ate while dining-in at the operator's location. They also want their hot beverages to arrive hot when delivered as well.

Operators can gain more loyal customers by leveraging kiosks and mobile pay, along with grab-n-go, takeout and delivery packaging that keeps their guests coming back.

**NEW!**



**The Caddy for Beverage on the Move®**

7139 | 100/cs

**Convenient Caddy**

- Low cost promotional tool (branding)
- Superior construction
- Operational ease
- Ships & stores flat
- Suitable for hot or cold beverages



Sustainable



Natural Look



Recyclable

**NEW!**



**Square Clamshells**

55000 | 400/cs

55100 | 200/cs

55200 | 200/cs

55600 | 100/cs

**Square Meals**

- Superior presentation for premium menu items
- Wicks moisture while maintaining Insulation
- Stackable
- Suitable for direct food contact
- Recyclable



Secure Locking Lids



Presentation Ready



Recyclable

# Download Your Dining App

**NEW!**

Salad Bar

Salad



## Pop-Up Catering Tray

150093 | 35/cs

### Portable Presentation

- Durable
- Recyclable
- Transportation safe
- Presentation ready
- Branding opportunity

Presentation Ready



Durable



Made From Recycled Material



ALMOST  
**HALF**

*of diners will frequent the restaurant that offers mobile access to its loyalty program<sup>5</sup>*

*This publication is printed on recycled paper.*

An emerging trend for restaurants is to create their own app for their customers. An app can help restaurants/operators increase customer loyalty and convenience through mobile ordering. 52% of guests will make dining decisions based on if they can use mobile ordering<sup>5</sup>. Mobile apps are a win for both the operator and their customer. For operators, it can increase the frequency of customer orders and the amount spent per order. By offering a loyalty program, operators are able to motivate customers to visit their location more frequently. It

is recommended to allow access to their loyalty program through your mobile app so customers can easily access their rewards. Customers enjoy a restaurant's app for the convenience of mobile ordering, discounts offered and contact-less payments. To make the most out of the app, restaurants should include their menu, the ability for mobile ordering, payment and loyalty points tracking. Operators should look to prioritize fast take-out & delivery, as well as premium packaging solutions for their customers.

**NEW!**



**Delivery Bags**

- 20006 | 250/cs
- 20007 | 250/cs
- 20008 | 200/cs

**Dependable Delivery**

- Built-in tamper-evident seal
- Improve consumer off-premise experience
- Ensure brand integrity
- Prevent damage during transport
- Preserve presentation quality
- Recyclable



Recyclable



Durable



Natural Look

**NEW!**



**Meal Inserts for Delivery Bags**

- 20003 | 100/cs
- 20004 | 100/cs
- 20005 | 100/cs

**Foldable Functions**

- Compatible with delivery bags
- Improve consumer off-premise experience
- Ensure brand integrity
- Prevent damage during transport
- Preserve presentation quality
- Recyclable



Presentation Ready



Sustainable



Functional

# Advancing Automation

**NEW!**



## Drink Carriers

29501 | 250/cs      29505 | 200/cs  
29500 | 200/cs      29530 | 200/cs

## Suitable Solutions

- Superior construction
- Operational ease
- Ships & stores flat
- Suitable for hot or cold beverages



Sustainable



Functional



Natural Look

**83%**

*of operators who embraced automation say their experience has been a positive one<sup>6</sup>*

*This publication is printed on recycled paper.*

In the battle over dining dollars, grab-and-go has long been a differentiator for convenience stores and quick service restaurants. Busy time crunched consumers gravitate towards quick food options without sacrificing taste or quality. Restaurants are meeting consumer demands with automated made-to-order hot and cold offerings that allow guests to customize their order and also complements their existing premade selections. Automation has been a long time advantage in the back-of-house and is now becoming a good addition to the front-of-house experience.

Self-serve options available through “smart store” experiences are elevating the dining experience by simplifying the order, payment and pick up process. These advancements are creating customized hand-crafted food options without slowing down the speed of service and helps reduce long wait times. Innovations in self-service vending machines for customizable food options such as salad, smoothie and frozen yogurt/ice cream has moved service from back of house staff to the self-served guest. Consumers have the ability to enjoy a quick contact-less safe experience.

**NEW!**



**Coffee Sleeves**

- |                 |                 |
|-----------------|-----------------|
| 6107   1200/cs  | 65000   1200/cs |
| 6106   1200/cs  | 63000   1200/cs |
| 64301   1200/cs |                 |

**Comfortable Clutches**

- Low cost promotional tool (branding)
- Superior construction & operational ease
- Ships & stores flat
- Suitable for hot or cold beverages

Functional 	Sustainable 	Recyclable 
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# Catering Appeals to Family Meals

**NEW!**



## Soup N' Serve

9015 | 30 sets

9690 | 15 sets

### Serving Soup

- Durable & transportation safe
- Recyclable
- Presentation ready
- Branding opportunity



Stackable



Durable



Functional



Sustainable

**47%**

*of consumers say they would like to have family dinners more often<sup>7</sup>*

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Before the coronavirus pandemic took hold, families were already increasingly turning to restaurants for convenient, affordable solutions to put dinner on the table. Savvy restaurant operators are pivoting, leaning into and rolling out creative at-home meals and meal bundle solutions for families. Most dinners are decided within an hour of eating and is far more spontaneous than many marketers and operators realize. Put yourself in the meal preparer/decider's mindset and make it better by offering an easy and guilt-free solution that is available for curbside pick-up or delivery. By offering, create-your-own-meal bundles or family style meals, feeding 4-6 people,

restaurant operators are finding a new market to sell to. Operators can assist by offering more "family-style" meals where dishes are communal or individually plated, allowing the customer to decide what serving method works best for them. These kind of meals create a shared experience, whether individually packaged or family style served, allowing picky eaters to choose their own option and accommodates dietary restrictions. A best practice for family meals is to provide a special discount if ordered during non-peak hours to attract new customers to this offering. Sabert has many individual or family packing solutions to meet this new market need.



## Catering Squares

85201 | 35/cs

85301 | 35/cs

## Showcasing Squares

- Durable
- Recyclable
- Transportation safe
- Presentation ready
- Branding opportunity



## Wrapped Serving Utensils

UBK72WFPP | 72/cs

UBK72WSP | 72/cs

UBK72WPPST | 72/cs

UBK72WSTNG | 72/cs

## Sanitary Servings

- Individually wrapped to ensure each utensil remains sanitary, even after handling
- Polypropylene can handle a variety of food types from hot to cold
- Sleek black color can easily be dressed up or down to fit in with a variety of serving styles
- Perfect for grabbing the right amount of food every time



# Substituting with Sustainability

**NEW!**



## Catering Trays

9631 | 15/cs

9619 | 15/cs

9632 | 15/cs

## Delivery Drawers

- Durable & transportation safe
- Recyclable
- Presentation ready & branding opportunity



Stackable



Made From  
Recycled Material



Functional

**69%**

*of consumers  
prefer food and  
beverages that are  
locally grown or  
produced<sup>8</sup>*

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Sustainability has been a common focal point for many years, but now more than ever there is an increased awareness in living a “sustainable” life. Consumers are making a better effort to do their part, starting with the foods they choose to eat. Caterers and restaurants have been adapting their menus to align with this growing trend.

Menus are being tailored to offer more plant based foods, a solution that satisfies both vegan and vegetarian guests. However, others also enjoy these items because of the overall health benefits, such as lower

cholesterol and saturated fats. Traditional menu items such as meat, dairy and protein are now being substituted for healthier alternatives such as jackfruit, oat milk and chickpeas! They are healthier options that provide the nutrients and fibers we need. And when possible, they will source and purchase all ingredients locally, helping to add a special touch to their menu.

When enjoying these experiences, being able to feel good about what you are eating and where it came from allows the consumer to feel better about their purchase.

**NEW!**



### 3 Gallon Beverage on the Move®

7150 | 10/cs

7152 | 10/cs

#### Coffee Catering

- Suitable for hot or cold beverages
- Superior construction
- Operational ease
- Ships & stores flat
- Low cost promotional tool (branding)



Functional



Sustainable



Durable



## THINK STRONG

42% of shoppers believe corrugate packaging is extremely or very eco-friendly<sup>9</sup>



## THINK QUALITY

53% of consumers are willing to pay more for eco-friendly products<sup>9</sup>



## THINK FRESH

85% of customers say they want restaurants and retailers to use tamper-evident labels<sup>10</sup>



## THINK GREEN

75% of millennials want recycling directions and information more prominent on packaging<sup>9</sup>



*This publication is printed on recycled paper.*

For more packaging options, or for more information, visit [www.SABERT.com](http://www.SABERT.com) or call **1(800) 722-3781**.



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- 5 - Hospitality Technology - Customer Engagement Technology Study - September/October 2019
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- 8 - The Hartman Group - Health & Wellness Report - 2019
- 9 - EcoFocus Worldwide- Food and Beverage Packaging Trends - 2019
- 10 - US Foods - Food Delivery Statistics - May, 2019