

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

THE EVER-EVOLVING CONSUMER & HOW THEY DEFINE VALUE

HOW TO KEEP UP WITH CONSUMER EXPECTATIONS



PRESENTED BY
Sabert
makes food look great®

INSIGHTS

When it comes to the foodservice industry, the only constant is change. Few industries have evolved as rapidly as foodservice, particularly in the last decade. Driven by consumer demand, foodservice has witnessed the emergence of technological innovations that set the foundation for brand new market segments. As the industry evolves, consumer behavior progresses simultaneously, forcing operators to learn more about what drives their ever-changing customers and how they can fulfill their definition of value.

Research shows that three fourths of consumers say value is a very important factor in their dining experiences. Consumers want to feel like they are getting the most out of their dining experience and are increasingly connecting the idea of value to service and quality elements, more so than just price. For operators working through a constant shifting definition of value can be complicated as factors deemed important can vary depending on consumer lifestyles.

In this edition of Spotlight Magazine, our Marketing team delivers crucial insights on how operators can meet and exceed evolving customer needs to provide a valuable dining experience. The team explores the different foodservice consumer types, giving operators a deeper understanding of who they are, what they want, and most importantly, what drives their purchasing decisions. As consumers create these unique identities, their eating patterns have driven new business models with packaging playing a critical role in ensuring convenience and performance, enhancing any operation's customer experience.

With over 36 years in the industry, Sabert's success is driven by our fierce commitment to incorporating the voice of our customers into everything we do. We take great pride in our ability to truly listen to the market and rapidly evolve to meet consumer demands. For example, sustainability is one of the most important topics for our customers. Our steadfast commitment to enhancing and advancing the customer experience has allowed us to expand on our sustainability efforts through the acquisition of LBP Manufacturing, a leading producer of paper-based food packaging. The addition of LBP to our organization enhances our already extensive sustainable product offerings making us an invaluable food-packaging partner.

We look forward to introducing all of our new products and capabilities in the coming months. For now, we invite you inside to learn about the trends and insights that can help you create a valuable experience for your customers time and time again.

SUSAN BEAUDRY
Senior Director, 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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The morning meal offers convenience at one of the busiest times of day and it is trendy to offer healthy and indulgent options, as well as traditional.

THE EVER-EVOLVING

How 5 different consumer types define value today

As a foodservice operator, you have a tough job of keeping up with the continually shifting demands of today's patrons. Let's face it, consumers are a fickle bunch.

One thing is for sure. "Value" is a strong, steady constant in the minds of consumers when it comes to deciding where to eat.

In fact, three-fourths of consumers say value is a very important factor in their dining decisions.¹

But what does value actually mean? Just when we think we've got it all figured out, a new technology or idea surfaces, disrupting the marketplace, and sending everyone scrambling to grab a hold of the next, most valuable thing.

The concept of value is hard to pin down because continually evolving demands make it difficult to determine exactly what consumers want.

Approximately 23% of consumers say their definition of value has changed in the past two years.¹

One Technomic survey respondent said, "Before, I was just looking at price. Now I look at quality of food and service."

Unfortunately, consumer satisfaction appears to be shifting, too. 53% of consumers are satisfied with the value at casual and family-dining restaurants, down from 57% in 2017.¹

To add to the challenge, younger consumers have a greater expectation for personalized experiences that meet their every desire, more so than any other demographic.

If value is so important to patrons, and their definition of it keeps changing, how can operators provide the kind of value their customers are seeking?

One answer is to look at common factors that influence purchasing decisions across all consumers.

Some analysts are discovering key, differentiating value concepts that many Gen Z and Millennials resonate with. These value concepts are defined by purchasing cues that align food with a consumer's lifestyle.

Consumer lifestyles are broken out into five categories and labeled in terms of how a consumer thinks and behaves.

Understanding these consumer types can be a great strategy to creating the kind of value your patrons want or desire.

PACKAGING FOR EVERY CONSUMER TYPE

THE REVOLUTIONARY CONSUMER

Snack trays, boxes, sandwich wedge and parfait cup inserts



THE MINDFUL CONSUMER

Pulp cartons and bowls with PET lids



¹ Technomic Value & Pricing Consumer Trend Report
² Synergy, "2020 Consumer Trends: The Future of Food & Drink," March 15, 2019

CONSUMER

5 CONSUMER TYPES



THE MINDFUL CONSUMER²

- Wants to know where their food comes from
- Chooses natural, whole foods
- Looks for minimally processed, pantry ingredients, local, home-grown, sustainable
- Favors seasonal foods



THE REVOLUTIONARY CONSUMER²

- Always on the go
- Excited to try new things
- Explores unique flavor mash-ups and rare, premium treats
- Prefers craft and artisanal products, as well as healthy, nutritious snacks



THE ADVENTUROUS CONSUMER²

- Chases after new culinary experiences and authenticity
- Influenced by global travel, street food festivals and social media
- Passionate about new, rare and genuine versions of world foods
- Makes food choices on a whim



THE BALANCED CONSUMER²

- Ultra aware of what's in their food
- Cuts back on meat
- Chooses plant-based for health and environmental reasons
- Scrutinizes nutrition labels



THE CONNECTED CONSUMER²

- Thrives on the latest food trends and unusual flavors
- Avid social media user
- Visual appeal of food is the #1 driver
- The more "instagrammable" the better

38% of consumers agree that they trust a product with a shorter ingredient list

– Mintel, 2018

71% of consumers agree they enjoy trying world cuisines they haven't cooked before at home

– Mintel, World Cuisines, Feb. 2018

30% of 18-35-year-olds would avoid a restaurant if its Instagram presence was weak

– Zizzi, Hospitality Instagram Research, 2017

THE BALANCED CONSUMER

Fully compostable pulp folding containers and cutlery



THE ADVENTUROUS CONSUMER

Reheatable, stackable and leak proof containers designed for hot takeout



THE CONNECTED CONSUMER

Crystal clear PET for Instagrammable moments



Trendy Foods Meet Prepared Foods

NEW!



Black 6.5" x 15" Rectangle Container

711506Z180 | 180/cs

511506Z180 | 180/cs

Reasonable Rectangles

- Extra-Strength ribbed polypropylene securely holds hot and heavy foods
- Polypropylene base and lid designed to retain heat and keep food integrity in transit
- Microwave safe lid and base allows for fast and easy reheating
- Secure locking lid and stackable design ensures a mess free delivery

Made From
Recycled Material



Secure
Locking Lids



Functional



Microwaveable



66%

*of consumers
buy prepared
foods from retail
at least three
times a month¹*

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While a majority of supermarket consumers purchase exactly what they planned on purchasing, nearly half of supermarket patrons purchased additional items not on their list on a whim. The fresh prepared area of a supermarket allows for customers to indulge their senses in self-serve and prepackaged meal options. These meals simplify patrons busy lives while giving customers piece of mind that their meal

was prepared fresh daily. As supermarkets continue to expand their fresh prepared meals to meet consumer desires for different flavors and meals that meet dietary restrictions, supermarkets can reap the benefits of incremental sales. Utilizing packaging that clearly displays the food inside and protects food as it makes its way to consumers homes is vital for repeat sales.

NEW!



Clarified PP Lids

Transparent Tops

- Clear PP enhances food presentation and is ideal to show freshness
- Secure locking lid combines microwave safe and leak resistance
- Microwave safe lid and base allows hot foods to be served hot or for a fast and easy reheating
- Item numbers will not change during transition please reach out to your Sabert sales rep for more information



NEW!



Black 6" x 9" Rectangle Containers

78120B300N | 300/cs

78130B300N | 300/cs

78229B300N | 300/cs

Superior & Secure

- Polypropylene base and lid designed to retain heat and keep food integrity throughout transit
- Inside locking lid features an audible, tight lid fit to ensure lid is on securely to prevent leaks
- Microwaveable base and lid allows for reheating to be fast and easy
- Leak-resistant and durable design allows for a mess-free delivery



Bring in the Bucks with Food Trucks

NEW!



PP Container with Adjustable Inserts

73110460N150 | 150/cs
77080060S50 | 300/cs

Portable Portions

- Multiple insert slots to give users flexibility for plating
- Inserts are designed to securely lock into place preventing movement
- Polypropylene base and lid designed to retain heat and keep food integrity in transit
- Inside locking lid features an audible, tight lid fit to ensure lid is secure to prevent leaks



34%

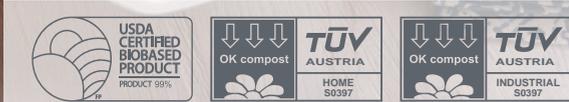
of food truck vendors say that having a mobile food business allows them to regularly experiment with new & interesting menu items²

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With the influx of “foodstagramming” and the “foodie” culture, consumers today are looking for more unique dining experiences. To meet these new needs from customers, food trucks are an emerging trend that are popping up throughout the country. Food trucks are booming in the market, due to an important reason, being mobile and having the ability to meet the customers where they are. Food trucks are an easier and less risky way for new restaurateurs to get into the business, or a way for existing restaurants

to meet new customers in new places. Consumers like the idea of supporting local and independent businesses with unique cuisine types, as well as the excitement of following their favorite trucks. Pairing a food truck with packaging that offers convenience, can handle different menu items and still maintains good aesthetics is important in keeping the customer’s experience positive. The right packaging should show case the unique and sought after cuisines that food trucks offer.

NEW!



Pulp Folding Cartons

- 42050160FPC300 | 300/cs
- 43070240FPC200 | 200/cs
- 43080320FPC150 | 150/cs
- 47080020FPC150 | 150/cs



Foldable Functions

- Four flaps fold down to serve as the lid and are secured by a double-locking system
- Temperature tested for use with hot or cold food applications
- Serves as an all-in-one compostable solution
- Certified home and industrial compostable

Pulp 28 oz. Square Bowl

- 49028F300N | 300/cs



Sustainable Strength

- Suitable for use across a variety of menu items, including hot and cold foods and bowl concepts
- Best-in-Class natural pulp look highlights the importance of food quality
- Premium leak-resistant lids prevent spills for a mess free delivery
- Stackable design ensures a safe delivery



This is only a sampling of Sabert’s packaging solutions. For a full listing, visit www.SABERT.com or call 1(800)722-3781.

Don't Be Afraid of Ghost... Kitchens

NEW!



Hinged Take-Out - Clear/Clear

H52060190F450 | 450/cs H52090370F180 | 180/cs
H52080280F264 | 264/cs H58090030F180 | 180/cs
H53090300F180 | 180/cs

Time For A Break-away

- Dual, easy-open tabs are made for easy handling while locking lids prevent leaks
- Patented break-away™ lids tear away easily for table ready dining on-the-go
- Durable and stackable design makes prep, transit and storage safe and easy



Hinged



Break-away
Feature



Microwaveable



Recyclable

74%

of consumers
have ordered
delivery or pickup
in the last three
months³

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Ghost kitchens are new business models that meet the off-premise demands of today's digital-only world. They are locations that specialize in take-out and do not offer a dine-in option. Ghost kitchens, also known as virtual or cloud kitchens, are beneficial to operators since they reduce rent and labor costs. Labor costs can be saved since operators would only need to staff kitchen workers without the added expense of a restaurant staff. Some ghost kitchens offer the option of a shared kitchen with other

restaurants to save even more and offers customers a cuisine variety of their choice. With overhead costs dramatically reduced, operators can focus on important elements like ingredients and packaging since meals will not be consumed right away. Packaging is usually an afterthought for restaurants but with this off premise-only concept, packaging is a customer's first impression. Operators need packaging that can deliver the same quality as the meal inside to drive repeat business.



Hinged Take-Out - Black/Black

H82060190F450 | 450/cs

H82080280F264 | 264/cs

H83090300F180 | 180/cs

H82090370F180 | 180/cs

H88090030F180 | 180/cs

Table Ready Take-out

- Extra strength hinged containers ideal for single and multi-serve to-go orders
- Patented break-away™ lids easily separate from base creating a table-ready dining experience
- Durable and stackable design makes prep, transit and storage safe and easy
- Made from post consumer recycled content

This is only a sampling of Sabert's packaging solutions. For a full listing, visit www.SABERT.com or call 1(800)722-3781.

Now That's "Eatertainment"

NEW!



PP 16 & 30 oz. Oval Bowls

74090160N300 | 300/cs

74090300N300 | 300/cs

5242091N300 | 300/cs

Ordering Ovals

- Durable single-serve oval bowls great for hot food menu items
- Microwavable PP base and lid allows for reheating to be fast and easy
- Leak-resistant lid fit allows for a mess-free delivery



Stackable



Microwavable



Durable



Made From
Recycle Material

25%

*of consumers
report having more
fun at venues that
combine activities
with food and
drinks⁴*

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Today's consumer wants more than hot food, good service and a cool drink. Consumer night life expectations have now evolved into "eatertainment." According to Thanx.com, "eatertainment" is a new buzzword applied to an old concept. It's the marriage of the traditional dining-out experience with games, live entertainment, and participation in social activities. The key to "eatertainment" is providing an equal emphasis on food, drink, and fun. "Eatertainment" venues may include a multitude of gaming options such as a dartboard in a bar, dine-in movies, adult

arcades or even golf simulation venues. Operators at "eatentainments" need to consider function as well as aesthetics when considering what food packaging is right for their establishment since having the right food packaging is critical to the guest experience at these venues. Consumers want their food to look amazing so they are more inclined to post online and share with friends which can help operators gain new customers. Premium quality packaging is also important to prevent leaks or spills so they can have a good experience.

NEW!



24 oz. & 32 oz. PopTop Bowls

11070240N240 | 240/cs
 11070320N240 | 240/cs
 5111070N240 | 240/cs



Flip Feature

- Pop Top lid stays on container while consuming, saving 50% more table space
- Eco-friendly - "Contains at least 50% post-consumer recycled resin" embossed on the lid
- Lid snaps into place, allowing guests to stand up and eat
- Crystal clear PET lid and base features channels on the side to enhance grip

This is only a sampling of Sabert's packaging solutions. For a full listing, visit www.SABERT.com or call 1(800)722-3781.

New Encyclopedia In Social Media



All of Sabert's stock pulp products will transition to PFAS-Free this year

32 oz. Pulp Round Bowl

49032D300 | 300/cs

Adora-Bowl

- Single-serve round pulp bowl ideal for hot and cold food applications
- Natural pulp look highlights the importance of food
- TUV Austria certified industrial and home compostable



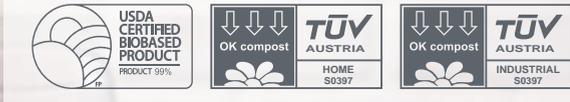
73%

of consumers are willing to pay more for products that guarantee total transparency⁵

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It is nearly impossible to scroll through any social feed without seeing engaging pictures and videos of food and recipes, but when it comes to the foodservice industry, consumers are looking for much more than just the next “Instagrammable” food. With the rising popularity of the #CleanEating movement on social media, consumers are demanding to learn more about the ingredient lists of the food they eat as well as the packaging it comes in. Today’s hyper-aware consumer values transparency more

than ever with 40% of consumers attributing these heightened expectations to social media. Social media creates desires for closer connection to brands while giving consumers the power of voice, enabling them to call out brands that fail to meet their transparency standards. Operators can maximize their brand loyalty and social reputation by working with a packaging partner that not only values material transparency but also makes it a fundamental part of their business philosophy.



6” x 9” 30 oz. Pulp Rectangle Containers

46130F300N | 300/cs



Personal Performance

- Single serve capacity perfect for hot/cold buffet bar
- Stackable design makes transport safe and easy
- Variety of leak-resistant lid options available to safely deliver a range of different menu items

Presentation Ready



Compostable



Natural Look



9” x 9” Pulp 32 oz. Three-Compartment Square Container (16-8-8 oz.)

48090030D300 | 300/cs



Compartmental Cuisine

- Compartmented square pulp containers help maintain ingredient integrity when out for delivery
- Sectional designs easily create availability of menu combinations and different serving sizes for operators
- Variety of lid options available to safely deliver a range of different menu items

Compartmented



Compostable



Natural Look



Rise and Shine It's Breakfast Time



UltraStack® Square Platters with PET Lids

C9611 | 25/cs

C9612 | 25/cs

C9614 | 25/cs

C9616 | 25/cs

Secure Stacking

- Extra strength deep walls make it easy to transport large and heavy foods
- Audible button locks makes locking fast and easy
- Crystal clear PET lid is optimal for showcasing food
- Secure stacking prevents tipping and avoids spills



Round Onyx Platters

9912 | 36/cs

9916 | 36/cs

9918 | 36/cs

Corporate Classic

- Durable PET plastic designed to stack securely during prep and transit
- Extra strength, deep-walled platter ideal for heavy foods
- Classic style and midnight black color makes any food look great
- High dome PET lid available to securely protect food during transit



The morning meal has grown consistently over the last several years, and was the only foodservice daypart with year-over-year growth in 2019⁶. That's because it satisfies our need for cost effective convenience, at one of the busiest times of our day. Consumers are also expanding their definition of "what's for breakfast?". Some of the fastest growing breakfast items include: avocado toast, fried chicken sandwiches, shakshuka, tostada & breakfast bowls⁷. Demonstrating that consumers are looking for more variety and higher-quality ingredients⁸. It's important for operators

to offer a range of options, from healthy to indulgent, as well as, trendy and traditional, to attract a wide customer base⁹. Technomic 2018/2019 reports showed catering order frequency grew by +11 pts year-over-year, for breakfasts ordered monthly for larger groups. This makes breakfast more important than ever and reveals a growing opportunity segment for caterers. A packaging program built around versatile catering platters and utensils can help operators offer a variety of different menu combinations.



PP Round Sectional Platters with PP Lids

C76100040N25 | 25/cs

C76120050N25 | 25/cs

Sectional Solution

- Compartmented round platters maintain ingredient integrity when out for delivery
- Sectional designs allows for multiple menu combinations and different serving sizes
- Microwave safe base and lids make reheating quick and easy
- Durable and stackable design perfect for delivery



PP Serving Utensils

UBK72PPST | 72/cs

UBK36PPT | 36/cs

UBK72SPP | 72/cs

Superior Servings

- Designed for hot and cold food applications
- Easy to use ergonomic and natural grip
- A variety of shapes and sizes for all food serving needs
- Extra strength and durable



INDUSTRY TRENDS

To streamline operations, enhance convenience these foodservice segments are embracing

SUPERMARKETS TAKE TECH TO NEW LEVELS



Advancements in automation enhance self checkout

About half of retail activities could be automated with existing technology.¹



Groceries deliver themselves in autonomous vehicles

Driverless vehicles stocked with fresh grocery items will be ordered with a tap and arrive in minutes.²



Smart carts help shoppers make their way around the store

Using computer vision and finely calibrated scales, smart carts will make transactions simple and personalized.²



RESTAURANTS UP THE INTELLIGENCE



AI powered restaurants get real time info and assistance

By 2030, data will be used to develop dynamic menus and pricing based on supply-and-demand changes.⁴



Virtual restaurants & cloud kitchens add more units

“Placeless” restaurants will redefine what a restaurant is.⁴



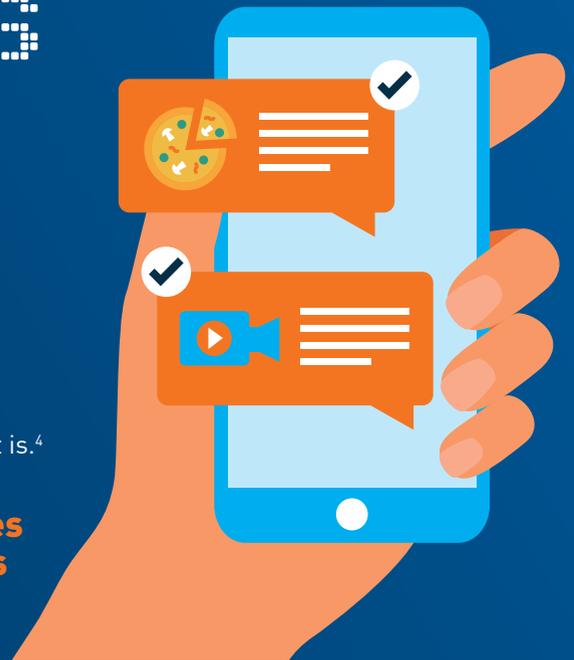
Media-streaming and delivery services team up to create holistic experiences

All-in-one dinner and entertainment packages could be purchased and delivered straight to your home.⁴



AI “chefs” create recipes unlike any human

The ability of machines to analyze inhuman amounts of data will lead to the creation of entirely new categories of cuisine and beverages.⁴





OF TODAY & TOMORROW

and provide a better customer experience, innovation in new and exciting ways.

CONVENIENCE STORES

CREATE SMARTER EXPERIENCES



Foodservice amenity enhancements expected³

- Take-out meals
- Delivery
- Catering
- Meal kits



Breakfast and Lunch expected to grow the most³

Breakfast	21%	34%
Lunch	34%	27%

■ Small Operator ■ Large Operator



Foodservice continues to be a major revenue driver³

	% offered
Breakfast Sandwiches	84%
Pizza	69%
Snacks/Appetizers	69%
Other Sandwiches	68%
Chicken	65%
Hot Dogs	65%
Hamburgers	55%



CATERING

GETS SENSIBLE AND SAVVY



Create greener experiences

Operators focus on tip-to-tail eating, compostable and renewable packaging, and local food sourcing.⁵



Online planning tools and video chat streamlines details in real-time

Manage guest lists, seating charts, menus and timelines with 24/7 access.⁶



1 <https://www.grocerydive.com/news/as-automation-grows-grocers-need-an-employee-game-plan/564893/> 2 <https://www.grocerydive.com/news/the-5-most-memorable-technologies-from-groceryshop/563414/> 3 <https://csnews.com/foodservice-study-2019-opportunities-optimism-mix-with-obstacles?from=gate> 4 National Restaurant Association, Restaurant Industry 2030 5 <https://www.itagroup.com/insights/event-catering-trends> 6 <https://www.catersource.com/technology/catering-online-planning-tools>



THINK GREEN

84% of consumers are willing to pay an additional amount for sustainable packaging¹⁰



THINK STRONG

60% of consumers consider usability an important aspect of packaging¹⁰



THINK QUALITY

37% of consumers would like to taste food products before purchase¹⁰



THINK FRESH

38% of consumers would like to establish food freshness before purchase¹⁰



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



- 1 Technomic - Retail Foodservice Consumer Trend Report - 2019
- 2 Off The Grid - Mobile Food Trends & Insights Report - December, 2018
- 3 Mintel - Restaurant Ordering and Delivery - US - November 2019
- 4 SevenRooms - The New Nightlife Report - August, 2019
- 5 Sprout Social - #Brands Get Real: Social Media & the Evolution of Transparency - May, 2019
- 6 NPDP - Breakfast is Sunny Side Up - March 2019
- 7 Datassentials - BREAKFAST - a SNAP! Keynote Report - July 2019
- 8 Mintel - Restaurant Breakfast and Brunch Trends - US - September 2019
- 9 - NRA - Restaurant Industry Forecast - 2016
- 10 - Biz On Go - Packaging & Consumers Buying Behavior Case Study - 2020