

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

EMBRACING TRENDS AND OVERCOMING CHALLENGES

What Operators are Doing to Regain Customers



INSIGHTS

As our industry continues to work our way through the challenges of the past two years, we have our share of hurdles to overcome, to be sure. However, we also have many reasons to be optimistic.

Customers, eager to return to dine-in, have heightened expectations after their extended time away. The growing popularity of fresh prepared foods and meal kits provide a welcome break to customers who need a getaway from everyday cooking. Takeout and delivery continue to soar, bringing the tastes and touch of the restaurant experience home to consumers, and building an alternative revenue stream to operators.

These are just a few of the ways customers are challenging us to wow them with rich, memorable taste experiences. Challenges we enthusiastically embrace!

Turning Challenges into Opportunities

Guided by behavioral shifts in hospitality, increasing comfort with contactless menus and payment methods, a reduced reliance on animal products and the growing influence of Gen Z consumers, bold new opportunities exist for operators to meaningfully connect with customers and provide added value.

Embracing automation and technology such as QR codes not only helps operations provide the level of safety consumers seek, but also streamlines processes to alleviate staffing shortages. The classic limited time offer type specials can effectively boost traffic in this modern age of limited menus. Whatever the challenge, openness to change and a nimble approach are keys to success in this brave new world.

In this edition of Spotlight Magazine, our marketing team provides insights on how operators can best meet or exceed today's customer needs to offer heightened dining experiences. The team also shares valuable packaging trends and solutions that can help operators satisfy demands for packaging that's sustainable, meets the specific needs of takeout and supports optimal meal appeal.

As we've seen over the past two years, our industry has a very real opportunity to be more flexible, innovative and novel than ever before. We look forward to helping you shape your future for even greater success.

KELLY W BEST
Vice President, Foodservice



*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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To improve health and protect the environment, diners are adapting to a reductarian diet which encourages a reduction of animal products.



REOPENED & READY TO REGAIN CUSTOMERS

There's a new normal in the foodservice business. As dining rooms reopen and takeout and delivery orders continue to grow in number, restaurants need to adopt a hybrid approach to appeal to consumers. Now is the time to see change as opportunity and embrace automation, digital services, menu flexibility and diversified revenue streams to regain customers. They're ready for it!

51% OF ADULTS SAY THEY AREN'T DINING AT RESTAURANTS AS OFTEN AS THEY'D LIKE⁵

ENGAGE, AMAZE AND EXPERIENCE

Customers are back and wanting more than just the same-old when they dine in or take out. Simple, creative add-ons can make a big difference for offering a dining experience that boosts customer loyalty. For off-premise dining, there's takeout meal kits. Meal kits bring the touch and taste of a restaurant home to consumers. Prepared just right, packaged for freshness, then readied to assemble at home offers a valuable brand experience. Try pairing with a virtual chef tutorial! In fact, Nation's Restaurant News reports more than 50% of customers would purchase a meal kit if their favorite restaurant offered it.

68% OF CONSUMERS SAY THEY'D RATHER SPEND MONEY ON AN EXPERIENCE LIKE A RESTAURANT⁵

To get dine-in visits, try experimenting with flexible menus (think tiered options) and exploring limited time offers or everyday deals customers can plan their day around. When businesses work together, they build community, so a collaboration with neighboring restaurants or retailers to create special menus or pop-up events might be just what you need to reach consumers in exciting new ways. And it's always a good time for some eatertainment! Live music, trivia, chef and mixologist menus, and open kitchens are just a few ways to boost check averages and remind customers of the experience dining-in offers.

80% OF CONSUMERS REPORT GETTING TOGETHER AT RESTAURANTS IS A BETTER USE OF LEISURE TIME THAN COOKING AND CLEANING⁵

TO-GO IS TO WIN

The last few years have made to-go something here to stay. The recipe for success is fluid—find what works for your operation but have the basics covered. To begin, mobile app and online ordering is fundamental to success. Make it a first-party app because customers prefer to order from you rather than a third party. This establishes a direct connection between your brand and your fans. And apps can deliver more than food, such as branded content like music playlists. There are more opportunities still. Consider safe, simple pick-up options like a drive-thru or pick-up lanes. Make a to-go menu with items featuring state-of-the-art packaging that is sustainable, travels well and retains food quality, so the food is dine-in fresh at home. Or spread your reach and serve off-premise orders with a ghost kitchen, food truck or catering services to make sure there's enough brand experiences to go around.

54% OF ADULTS SAY TAKEOUT OR DELIVERY IS AN ESSENTIAL PART OF THEIR LIFESTYLE⁵

A HEALTHY MENU IS HEALTHY FOR BUSINESS

Right now, consumer desire for plant-based and immunity-boosting foods is growing! In fact, immunity-boosting foods and plant-based sandwiches make up three of the top 10 trends for 2022 according to the NRA. Staples of global cuisine like tomatoes, seeds, nuts, and oils have immunity-boosting benefits that can create more flavorful and good-for-you menu options. Plant-based protein breakfast and burger sandwiches, seafood, veggie-centric items, and even bacon provide the comfort food experiences customers love with an eco-friendly, healthy twist they feel good about. These create a halo effect for any menu! And for any animal proteins short in supply or high in cost right now, plants are protein, too! It's the perfect swap.

Opportunities to regain the customers and margins lost in the last few years are right in front of us. The foodservice industry can be new, improved and more flexible than ever before. Now is the time to embrace what's shaping up to be a really exciting future!



FACING TODAY'S RESTAURANT CHALLENGES

If one thing is certain right now in the foodservice world, it is that there are a lot of uncertainties. Let's meet today's challenges with resilience!

LABOR SHORTAGES

PROBLEM



Throughout the industry, **STAFFING IS THE #1 SHORTAGE** restaurants face.

73% OF RESTAURANTS SAY THEY ARE EXPERIENCING A LABOR SHORTAGE.¹

EMBRACE AUTOMATION



LET TECHNOLOGY HANDLE OFF-PREMISE SERVICES for delivery/takeout, so staff can focus on in-house tasks.

62% OF RESTAURANTS SAY THAT AUTOMATION WOULD FILL CRITICAL GAPS IN MANAGING ONLINE ORDERS.¹

SUPPLY SHORTAGES

PROBLEM



Menus across the board were hit with shortages, with the entire range of products **DECLINING AT AN AVERAGE OF 23%**.

60% OF DINING PLACES REPORTED CUTTING DOWN THEIR MENU.²

DO MORE WITH LESS



Stock versatile, trending **ALTERNATIVE INGREDIENTS** and **PREP CREATIVELY** for trimmed yet innovative menus. Adopt **FLEXIBLE PACKAGING** options to accommodate menu changes.

#6 MENU STREAMLINING RANKED 6TH ON THE NRA'S "WHAT'S HOT" TOP 10 TRENDS FOR 2022.³

INFLATION

PROBLEM



Even when sales are strong, higher costs for safety, food, fuel, transportation and labor erode profit margins.

86% OF RESTAURANT OPERATORS REPORT HAVING LOWER PROFIT MARGINS COMPARED TO PRE-PANDEMIC LEVELS.⁴

RISE TO THE OCCASION



Digital menus can share market pricing with diners while chefs make affordable and intriguing ingredient swaps—think plant-based!

77% OF CUSTOMERS SAY THAT THEY WOULD UNDERSTAND IF THEIR FAVORITE LOCAL RESTAURANTS RAISED PRICES.¹

Limited Time Offers On Limited Menus

COMING SOON NEW SIZE



Polypropylene Hinged Take-Out Containers

H58080030F180 | 180/cs

A good addition to any off-premise take-out and delivery program designed with perforated lids that tear away easily for on-the-go meals

- Reheatable and refrigerator friendly, these containers offer convenience and style
- Patented break-away™ lids tear away easily for table ready take-out dining
- Durable, recyclable and stackable design makes transit and storage safe and easy

Bundling Suggestion:

Hot PP
2-Piece
Containers



PET
Round Bowls



Cutlery Kits



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64%

of the top 500
restaurant and retail
chains increased
their limited-time
menu items!

Increased costs, ingredient shortages and staffing struggles have caused some operators to resort to reduced menus. While these streamlined menus may be here to stay, operators looking to expand their appeal, create urgency and drive traffic are incorporating special limited-time offers (LTOs). By maintaining a digital menu, operators can easily add or remove items based on availability and incorporate price changes if necessary.

Since menu innovation ranks high in consumer appeal, LTOs are a great way to test menu items, get creative, drive excitement and win over customers. While LTOs that explore current market trends and global flavors build interest, utilizing flexible packaging that can deliver quality and handle a variety of menu items is important to the success of these revolving menus. With the importance of to-go options, considering the packaged appeal of LTOs in advance is key to a successful campaign.



COMING SOON



Modular Container and Inserts

- 73110460N150 | 150/cs
- 77080060S50 | 300/cs
- 52171B150N | 150/cs

Polypropylene container features an adjustable insert that locks into place to create multiple compartmental options

- Multiple insert positions provide flexibility for one, two or three compartments
- Polypropylene base and lid with tight lid fit designed to retain heat and keep food integrity throughout transit
- Microwave-safe base, lid and insert offers users the convenience to reheat and eat

Bundling Suggestion:



Kraft Snack Clamshells

- 55720 | 300/cs

Designed to be sturdy and presentation ready, these clamshells are ideal for smaller snack-size portions

- Superior presentation for premium menu items
- Wicks moisture while maintaining insulation
- Optional push-in vents make package suitable for a variety of menu items
- Suitable for direct food contact

Bundling Suggestion:



Prepared Food Creates Fresh Sales

COMING SOON



7" & 8" Single Serve Round Bowls

| | | | |
|--------------|--------|--------------|--------|
| 11070160N240 | 240/cs | 11080240N240 | 240/cs |
| 11070240N240 | 240/cs | 11080320N240 | 240/cs |
| 11070320N240 | 240/cs | 11080480N240 | 240/cs |
| 5112070N240 | 240/cs | 5112081N240 | 240/cs |

Ergonomic bowls with easy-to-apply lids help increase back-of-house efficiencies

- Ergonomic grooves improve handling to make on-the-go dining more convenient
- Splash-resistant lids help to ensure for a mess-free delivery

Bundling Suggestion:

Catering
Bowls



Hot PP
2-Piece
Containers



Pulp
Round Bowls



Cutlery Kits



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62%

of retailers agree that quality/freshness is overwhelmingly the most important issue for shoppers²

Fresh prepared foods are driving unprecedented sales by growing business with frequent restaurant consumers who want an easy meal at a reasonable price. This growth is driven by an increase in food quality at supermarkets, consumers who just need a break from cooking, and the availability of grocery food delivery. Many supermarkets have hired in-store chefs to create and inspire high quality menu items which increase traffic and overall basket sales per customer. Leading chef-driven grocers

are now offering their entrees, sides and combo-meals on their websites, enhancing consumer options with the ease of delivery. Not only does this offer more convenience, but it's also a way to showcase a clear point of difference versus a competitor down that street that doesn't offer a signature dish online. Having the right packaging is paramount to success. Operators need to offer packages that are leak-resistant and protect food integrity during transit with a strong sustainability message.



Square Tubs

14008TR1000 | 1,000/cs 14024TR500 | 500/cs
 14012TR1000 | 1,000/cs 14032TR500 | 500/cs
 14018TR1000 | 1,000/cs 5140SL1000 | 1,000/cs

Crystal clear PET tubs with outside locking lids allows you to merchandise with film seals ideal for grab 'n go.

- Crystal clear PET design ideal to showcase ingredients
- Durable and stackable design built for easy prep and maximum shelf appeal
- Choose from three lid options: tamper-resistant, outside lock and inside lock lids

Bundling Suggestion:



Kraft Soup 'N Serve™

9015N | 30 sets/cs
 9690N | 15 sets/cs

Disposable two piece set maintains food temperature during transport and requires no pick-ups, deposits or cleaning

- Durable & transportation safe
- Presentation ready
- Branding opportunity
- Made from recycled content

Bundling Suggestion:



QR Code of Conduct

COMING SOON



Kraft Heavyweight Fluted Clamshells

55021 | 400/cs 55221 | 200/cs 55321 | 420/cs
55121 | 200/cs 55621 | 100/cs

Enhanced for stronger performance, these new clamshells offer superior food protection for a variety of on-the-go applications

- Optional push-in vents help keep fried foods crispy during transport
- Direct food contact safe with a grease barrier for superior grease resistance
- Custom printing available to promote your brand

Bundling Suggestion:

Kraft
Delivery Bags



Hot Hinged
Take-Out
Containers



Compostable
Cutlery



45%

of people prefer to review the menu, order and pay through their phone rather than interact with servers³

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Use of technology, like QR codes, accelerated in the restaurant industry during the challenges of recent years. Over the last 18 months, QR code generations increased and this is one change that is likely to stick. Utilizing QR codes to access menus, promote special offers, place orders and process payments eliminates several touch points, which is highly beneficial for safety and streamlines the ordering process to alleviate the current staffing shortages. Also, this digital platform allows for real-

time menu updates in case of ingredient shortages and price fluctuations. Including a QR code on to-go or take-home packaging opens up an opportunity to strengthen and deepen the connection with customers. While code scans reduce staff interactions, incorporating customer registration on QR landing pages provides an easy way to track consumer trends, menu item popularity, and gain feedback. Registrations present an opportunity to personalize customer interactions.



Kraft Beverage on the Move®

74210 | 30/cs

7175N | 25/cs

Bundling Suggestion:



Drive signature beverage interest as part of a to-go program to maximize incremental sales with a BOTM

- Low cost promotional tool (branding) with superior construction and operational ease
- Ships and stores flat
- Ideal for multi-portion sales for hot or cold beverages
- Recyclable

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

Hospitality Homecoming

NEW!



Polypropylene Platters

| | | |
|----------------|----------------|------------------|
| 2308PP 72/cs | 9308PP 72/cs | 5133110D 72/cs |
| 2312PP 25/cs | 9312PP 25/cs | 5123120D 25/cs |
| 2314PP 25/cs | 9314PP 25/cs | 5123141D 25/cs |
| 2316PP 25/cs | 9316PP 25/cs | 5123160D 25/cs |

Diverse line of polypropylene catering trays with versatility for use across hot and cold menu items.

- Recyclable and heat-safe PP platter bases designed for food items up to 220°F
- Clear PET lid with secure lid fit makes meal prep, transit and storage safe and easy

65%

of travelers would like their hotel to clearly communicate safety procedures⁴

Bundling Suggestion:

Catering
Bowls



Serving
Utensils



Plates



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As travel continues to recover, hospitality operations are seeking new ways to respond to the shift in guest behavior propelled by the hybrid work model and choice to travel closer to home. Consumer preference for self-service/contactless interactions, staycations and greater “bleisure” opportunities that merge business and leisure together open opportunities for improvement in everything from technology to catering. For hotels, in order to address today’s traveler, one key change is redesigning eating experiences. Socializing outdoors has been seen as safer and many hotels have been creative in giving guests the option of eating, drinking and socializing al fresco.

Traditional hotel buffets, shared serving utensils and self-service provide too many touch points when customers are trying to social distance. Pre-portioned grab-and-go food stations, wrapped cutlery, cocktail kits and boxed lunches are a solution especially for hotels with labor challenges. To complete the food and beverage evolution, incorporating touch-free options like mobile ordering/payment and QR-code paperless menus in dining areas and room service limit exposure and increase customer satisfaction. This increased convenience creates more opportunities for guests to order drinks and snacks, providing the ability to upsell.



Kraft Catering Square

85201N | 35/cs
85301N | 35/cs

Kraft catering squares feature a clear window display to show product’s freshness and variety.

- Corrugated constructions insulates to keep food hot during transport
- Durable & transportation safe
- Presentation ready
- Branding opportunity
- Made from recycled content

Bundling Suggestion:



Captivate and Capitalize



Tamper-Evident Lunchboxes

150283 | 50/cs
150284 | 100/cs

Deliver safety and security to customers with a simple tab locking system that is easy for operator to close

- Tamper-evident lock ensures food gets safely to the consumer
- Durable boxes can be securely stacked for transport
- Made from recycled paper and fully recyclable

Bundling Suggestion:

Sandwich
and Sub
Containers



Cutlery Kits



PET
Square
Bowls



51%

*TikTok users
said they visited
restaurants because
new menu items
were featured
in videos⁵*

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Gen Z lives in a TikTok world full of constant streaming news feeds. In order to captivate this target market, we must be talented storytellers. Food companies are succeeding in TikTok marketing with highlight videos that tantalize the palate and inspire cravings. We are seeing chefs creating stories of inspiring new dishes and viewers are motivated to run out to the stores and try creating them at home. Gen Z has the power to influence the shopping and buying decisions of their peers and other generations, creating a need for trendy restaurants to use this

platform for menu inspiration. Additionally, TikTok is looking to launch a delivery-only service where the menu will draw upon the most popular viral food posts. Beyond taste and price, the TikTok generation values environmental consciousness, so having minimalistic, sustainable packaging as backdrop to these cool new tastes resonates with them. Packaging that is recyclable, made from sustainable content or reduces landfill waste, enhances the food story and will flatter the craving for both a captivating narrative and an enticing spread.



Pulp Square Platters

| | | | |
|------------|-------|-----------|-------|
| 49110F025N | 25/cs | 52910F025 | 25/cs |
| 49112F025N | 25/cs | 52912F025 | 25/cs |
| 49114F025N | 25/cs | 52914F025 | 25/cs |
| 49116F025N | 25/cs | 52916F025 | 25/cs |

Pulp square platters feature an open concept design perfect for family style dining

- Advanced stacking design safely secures platter during delivery
- Crystal clear vented PET lid enhances presentation and helps to control moisture
- Best-in-class natural pulp look highlights the importance of food quality

Bundling Suggestion:



Kraft Coffee Sleeves

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

Hot cup sleeves provides excellent insulation and delivers a comfortable experience.

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

Bundling Suggestion:



Reducetarianism Adds Healthy Choices

COMING SOON



Polypropylene Pop Top Bowls

Coming Soon

Designed with the on-the-go eater in mind, the lid is hinged and locks open making it easy to eat from and holds hot or cold foods

- Pop Top lid stays on container while consuming, saving 50% more table space
- Lid snaps into place, allowing guests to travel and eat and also re-closes
- Grip design on bowl sides for enhanced mobility
- Microwave-safe base and lid offers users the convenience to reheat and eat

Bundling Suggestion:



Hot Hinged
Take-Out
Containers



Cutlery Kits



35%

*of consumers
are making a
conscious effort
to eat less meat⁶*

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From restaurants to supermarkets, plant-based alternatives are being incorporated in more new places. Increasingly, consumers prefer to eat meat alternatives more often especially among the younger generations. Consumers are seeking to limit their animal product intake, with an increase in prepared meals that feature a plant-based protein. To improve health and protect the environment, diners are adapting to a *reducetarian* diet, which encourages a reduction in

consumption of animal products without going vegetarian or vegan. In addition to altering menus, consumers are focusing on meatless-meals. Operators can appeal to this growing audience and highlight their sustainability story by utilizing plant-based and sustainable packaging. Savvy consumers seek to combine caring for the environment with their dining and purchase choices.



Pulp Lids

- 51901F300PULP | 300/cs
- 51601F300PULP | 300/cs
- 51932DA300PULP | 300/cs

Lid fit security for use in takeout and delivery services ideal for hot and cold foods offering a fully compostable solution

- Splash resistance plug lock provides security for a safe and mess-free delivery
- One lid per family of bases optimizes back of house
- Plant-based and PFAS-free formulation
- Messaging directs proper disposal for zero waste and food recovery initiatives

Bundling Suggestion:



Pulp Folding Cartons

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

All-in-one fully compostable containers with locking flaps that serve as the lid provide ultimate quality and performance for dine-in, take-out and delivery meals

- 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 foods
- Certified home and industrial compostable

Bundling Suggestion:



THE FUTURE RESTAURANT IS ALREADY HERE

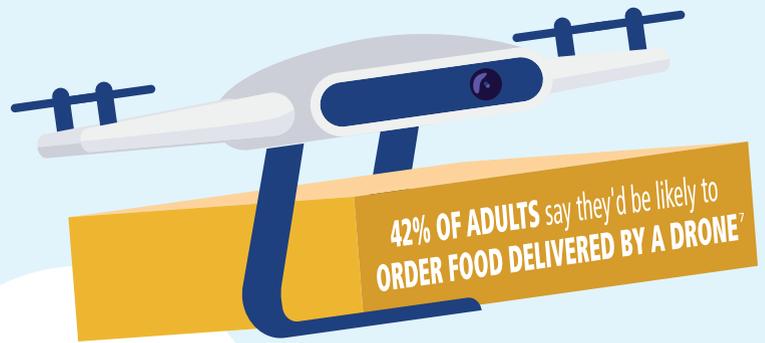
The pandemic has accelerated changes that have moved the industry forward. Luckily, there are flexible solutions and progressive technologies to leverage for future success.

TAKEOUT/DELIVERY

Restaurants need to adapt to equally prioritize off-premise orders.

Upgrade to-go packaging technology to **keep food fresh**

Add professional food photos to your website to boost sales by 30%²



3 OF 5 
CUSTOMERS EXPECT
takeout/delivery to be
DINING-ROOM FRESH¹

 ★★★★★
Create your own website and app for online ordering—customers prefer it



DIGITAL DEMAND

Restaurants need to be where your customers are...online!

57% of off-premise customers **prefer to use a digital app** to order food¹

Consumers eat up **online reviews**—92% of diners read them⁵

Engage your social media followers early and often to boost loyalty



PACKAGING

**Top 3 Trends according to the NRAI
What's Hot Trends for 2022**

1. Sustainable packaging (reusable and recycled)
2. Packaging that travels well
3. Packaging that retains temperature (hot and cold)

The long-term answer remains adopting eco-friendly packaging that doesn't sacrifice

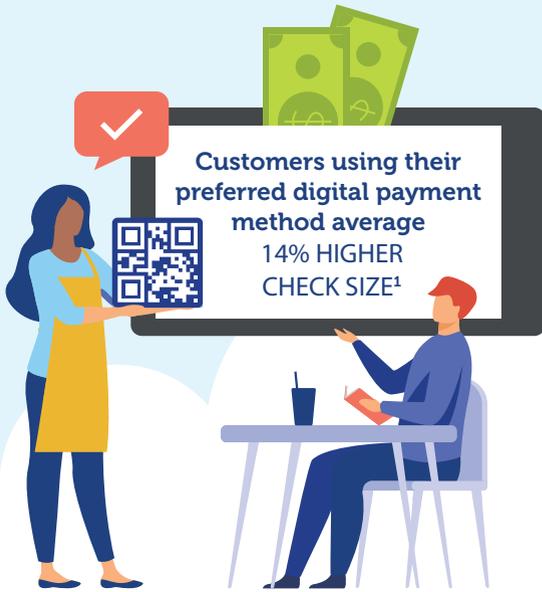
DINING IN

Restaurants need to put technology on the menu.

Loyalty programs work! Drive traffic with discounts, coupons and exclusive offers

Adopt **contactless menus and payment methods** via digital kiosks, tablets and QR codes

Consider smaller dining rooms and larger kitchens to **accommodate off-premise dining**



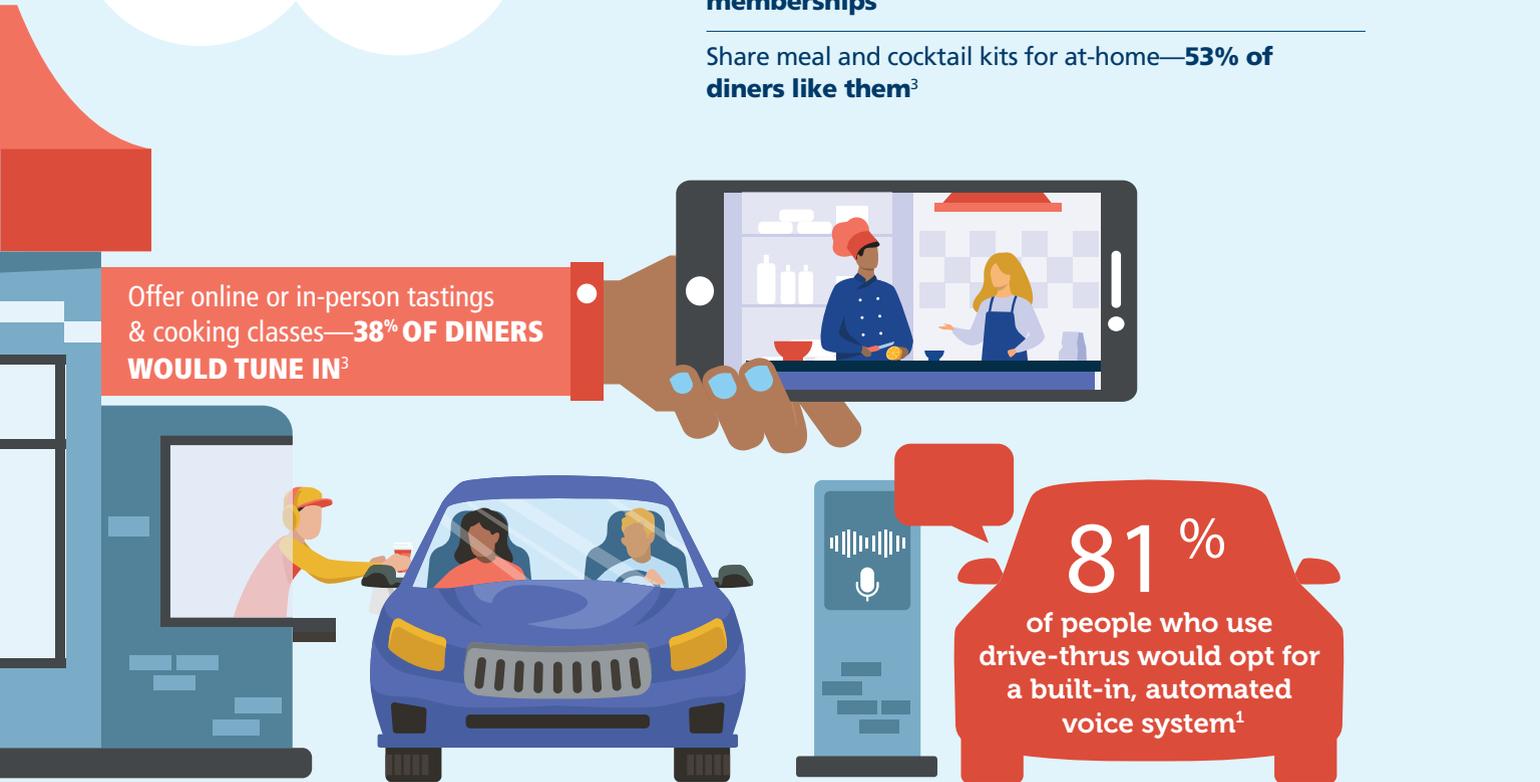
DIVERSIFYING REVENUE

Restaurants need inspired services that add brand value and revenue opportunities.

Expand your brand to **retail and grocery**

Stay top-of-mind with **meal subscriptions and VIP memberships**

Share meal and cocktail kits for at-home—**53% of diners like them³**



DRIVE-THRU/PICK-UP

Restaurants need to provide smart, safe and convenient solutions.

Drive-thru focus on **enhanced safety and cleanliness** keeps customers coming back

Online ordering and curbside pick-up lanes are must-haves for safety and convenience





THINK STRONG

58% of adults are willing to pay a little more for to-go orders to cover the cost of upgraded packaging⁷



THINK QUALITY

70% of full service operators and a majority of limited service operators say they upgraded their take-out and delivery packaging⁷



THINK FRESH

88% of adults say they would order a variety of food for take-out or delivery, if the restaurant used packaging that helps food maintain the same temperature, taste, and quality⁷



THINK GREEN

67% of consumers say it's important that products they purchase be packaged in recyclable materials⁸



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



1 - Technomic - 2021 Top 500 Chain Restaurant Report - April, 2021
2 - Supermarket News - 2021 Fresh Foods Survey - June, 2021
3 - Appetize - Contactless Technology Survey: Customer Trends in Large Venues, Restaurants and Retail in 2021
4 - Hospitality Technology - Customer Engagement Technology Study - 2021
5 - MGH - How TikTok Influences Restaurant Dining Behavior - August, 2021
6 - Bloomberg News - Morning Consult - May, 2021
7 - National Restaurant Association - State of the Restaurant Industry - 2022
8 - Trivium Packaging - Global Buying Green Report - 2021