

Convenience is the New Normal

Submitted by [imagemanagement](#) on Sun, 06/04/2023 - 22:13



Today's consumer ever-changing demands evolve quickly, especially culinary preferences. Foodservice operators are keeping up with their consumers with new and exciting ways to 'meet people where they are' by experimenting with new technologies, expanding delivery and pickup options, and offering more personalized and sustainable solutions.

Quickly becoming best-in-class for foodservice is operations with expanded mobile ordering, delivery and curbside pickup options which cater to a contactless experience. Drive-thrus are investing in digitally dynamic menus, while some convenience stores are adding "welcome areas" for guests to eat and sit while electric cars charge.

Furthermore, grocers are making it easier for customers to make quick and easy meals at home by including meal kits and fresh-prepared meal options in their online choices. Customers can also easily curate customized catering events with a few simple clicks on supermarket websites.

When considering how to address the needs of convenience-seekers, it's equally important for foodservice to ensure they provide food that is packaged effectively and efficiently. When trying to meet the needs of today's consumers, your packaging should incorporate eco-friendly and sustainability, such as compostable packaging, which can go a long way in elevating a customer's eating experience.

TIP: Try [bowls](#) [1] with easy-to-apply lids to help increase back-of-house efficiencies.

Links

[1]
https://sabert.com/all-products/36?field_category%5B0%5D=7&field_category%5B1%5D=11&

field_category%5B2%5D=36&page=1