

## 4 Tips on How to Prepare for the Future of Catering

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Looking for the latest ways to prepare for the future of catering? Alexis Medina, Director of Product Management, recently shared with [QSR Magazine](#) [1] how operators can take advantage of one of the fastest growing foodservice areas.

Key opportunities discussed include:

- Consider using sustainable packaging
- Elevate the experience
- Make a positive (and delicious) first impression
- Customize with individually packaged items

If you want to cash in on catering, the right packaging can make or break the customer experience. Packaging is vital in helping food earn 'restaurant quality' credibility in both taste and presentation for any occasion.

Here are some essential packaging considerations to help you diversify your catering offering, extend your reach and drive incremental revenue.

### Customizable Catering

Consumers love customization and packaging can equip operators with the capability to easily cater to more customization requests. Building [party platters](#) [2] and food stations is an easy way to add more customizable dining experiences, especially when it comes to serving hot food.

## Lunchtime Catering

Workplaces are continuing to look for ways to engage and motivate their employees. Catered lunches are a popular perk offices offer to help create a positive company culture. Whether it's versatile catering platters or a [lunch box catering](#) [3]option, operators who can offer many different ways to easily serve employees have an opportunity to score big.

## Responsibly-Sourced Catering

Cater to environmentally responsible consumers who prefer foodservice establishments that implement sustainable practices throughout their operation. Packaging can cue consumers who value both food quality and sustainability. Operators can align with consumers' eco-friendly interests with a catering program that features [compostable packaging](#) [4].

## Special Occasion Catering

Celebrate special occasions and formal events with a tabletop that is on trend and elevates the guest experience. It's important for operators to supply an assortment of disposable [tabletop items](#) [5] that can help consumers reliability and customized style to any tabletop occasion.

**Interested in building your catering program? Click here for your complete [guide to catering packaging solutions](#) [6].**

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### Links

[1] <https://www.qsrmagazine.com/outside-insights/4-tips-how-prepare-future-catering>

[2]

<https://sabert.com/products/black-16-four-compartment-center-compartment-square-stackable-party-platter-and-clear-3>

[3] <https://sabert.com/products/kraft-lunch-box-paperboard>

[4] <https://sabert.com/products/pulp-12-square-platter>

[5] <https://sabert.com/products/white-9-round-plate-silver-decorative-rings>

[6] <https://sabert.com/sites/default/files/catalog/CateringCollectionBrochure.pdf>