

Boost Your Thanksgiving Business with Prepared Foods: Tips and Tricks for Foodservice Operators

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In an era of busy schedules and a growing desire for convenience, the demand for prepared meals during the holiday season is on the rise. With less time to cook and more desire for a hassle-free holiday experience, consumers are turning to prepared foods for their Thanksgiving meals.

According to the National Restaurant Association, 1 in 4 Americans are projected to order a takeout or delivery meal for Thanksgiving. This tells us that the demand for prepared foods during the holiday season is not only present but growing.

Tips to Take Advantage of Prepared Foods

As a foodservice operator, this trend presents a golden opportunity to meet the needs of your customers and drive sales.

Understand customers' needs and preferences

Take the time to understand your customer's needs and preferences. Tailor your offerings to meet the preferences and needs of your target audience.

Incorporate prepared foods into your menu

Adding a few staple Thanksgiving dishes to your menu can attract customers looking for a hassle-free holiday meal. Consider traditional favorites like turkey, mashed potatoes, and pumpkin pie.

Leverage the right food packaging

Packaging plays a crucial role in ensuring prepared foods stay fresh and appealing. Invest in high-quality packaging solutions that are not only attractive but also functional, keeping **the food fresh and warm. Consider containers with locking and stackable lids prevent leaks and spills. Picking the right packaging material is also important. For instance, [Dual-Ovenable Containers \[1\]](#)** are tested to withstand hot temperatures without cracking or warping, enabling consumers to easily and safely heat all types of shelf-stable, refrigerated or frozen foods in ovens and microwaves without worries.

Offer tips for effective meal planning and prep

Provide meal planning resources to your customers. This could be a simple guide on how to reheat and serve prepared meals, effectively saving them time and effort.

Don't forget freshness and quality

Never compromise on the freshness and quality of your prepared foods. Remember, your customers are looking for a meal that tastes just as delicious as if they were homemade.

By providing high-quality prepared foods and understanding the consumer purchase and meal planning behavior, you can boost your Thanksgiving business and take it to the next level.

Links

[1]
https://sabert.com/all-products/45?=&field_category%5B0%5D=7&field_category%5B1%5D=10&field_category%5B2%5D=45