

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

PROTECTING YOUR BRAND FOR FOOD ON DEMAND

Fulfilling Customer Expectations with the Right Packaging



ALBERT SALAMA

FOUNDER & CEO



Dear Valued Customer,

As Sabert Corporation celebrates its 35th anniversary, keeping the consumer experience at the core of everything we do has been the formula for continual success. Today, the consumer experience has shifted with the expectation of having everything delivered. As consumers, we have become a very busy society, and technology has charged us with the ability to facilitate the outsourcing of some basic wants and needs like commerce, social engagement, and food.

The rate at which we want these basic necessities delivered and expectations satisfied has never been higher. Technology has enabled us to find solutions to fulfilling customer expectations faster than ever before. This is especially true for foodservices where speed of delivery is the biggest variable in customer satisfaction with acceptable maximum wait times ranging from 30-60 minutes.

In this Fall 2018 edition of Spotlight, the Sabert Marketing team brings to light packaging strategies to help operators in all areas of foodservice fulfill the consumer expectation for delivery. Packaging plays a unique role in preserving food integrity throughout the life of the delivery process while protecting the operator's brand. For the consumer, packaging serves many purposes from use, to storage, reheating and sharing.

In our 35th year, we still consider ourselves thought leaders within the industry, constantly evolving in response to the changes and needs of the consumer experience. Our teams have become very knowledgeable in understanding the voice of the customer and bringing their perspective in-house to our products, processes, and our people. This level of dedication has charged Sabert's growth and has helped our customers continually grow their businesses.

Today's consumers, while more digitally focused, have the same basic needs they did 35 years ago. The biggest shift exists in the mode of delivery and the urgency for fulfillment. To support our customers and to help accelerate their growth, Sabert offers a portfolio of delivery solutions tailored to help operators protect their brand and optimize the consumer experience.

In this issue you will have full access to some of the trends and insights that drive our innovation within the foodservice delivery space, enabling us to add value to the people who matter the most; our customers. We hope this issue inspires you to join us in our mission to enhance and advance the way people enjoy food.



Delivery Packaging that ***makes food look great.***

At Sabert, we understand your brand's success is riding on your packaging's success. We're here to help build delivery programs that fulfill consumer's high expectations. With Sabert, the answer is simple...

THINK STRONG. THINK QUALITY. THINK FRESH. THINK GREEN.

Brunch Catering

Brunch is a booming business, and the #hashtags and web searches are there to prove it.



Fast Fine Dining

Fine dining restaurants are adopting the fast casual model, and consumer expectations are as high as ever.



Hot Food Delivered

Maintaining food quality during the delivery process is vital for repeat customer business.



Bowl Business

Adding bowl-centric concepts to the menu will allow operators to win busy and wellness seeking customers.



Family Style Dining

With shifting demographics, consumers are enjoying the communal experience of eating in larger groups.



Meal Kit Success

Prepared, high quality meal kits to-go add a convenient and alternative choice to the traditional dinner.



Dine-In or Delivery?

Decoding generational mealtime preferences

From the couch, to the office, or the latest food hot spot consumers want more food on-demand and out for delivery. Today's foodservice experience has gone mobile and the brands that are able to package up the restaurant-style experience and make it available to-go are set up for success.

For operators, adopting delivery comes with new expectations to manage. The delivery model requires attributes that differ from retail or dine-in models. Correspondingly, customer expectations are also different when dining away from the restaurant and in some cases customers have higher expectations for delivery and takeout versus dine-in.

Although delivery is rapidly growing some generations are more avid users than others. Understanding when consumers use delivery to source their mealtime solutions and why certain generations prefer more traditional dine-in experiences is key to fulfilling expectations across the generational spectrum.

One preference remaining consistent is the expectation for more healthful menu choices and this remains true across all generations. Health and wellness continues to be a trend that influences food purchases in all methods of food sourcing: dine-in, takeout or delivery and regardless of age. However, each generation has specific expectations and preferences for sourcing their healthful mealtime solutions.

Here is a look at how the expectations each generation has for sourcing their mealtime solutions.

MEET THE



BABY BOOMERS

Born between 1946 and 1964 the Baby Boomers are the oldest generation in the workforce today and have the most disposable income available to spend on food and drink. A generation mixed of actively working and actively retiring, the Boomers also have the most time to leisurely spend on food and drink and at a rate more frequently than the other generations.

For most Baby Boomers, health and wellness drives the majority of their food purchases. This generation tends to seek out food that addresses specific dietary needs, prevents ailments and maintains overall well-being. Full-service restaurants have been a source for Boomers to dine out and spend their leisure time. Nearly 6 out of 10 of Baby Boomers prefer full service restaurants versus younger generations.¹

For the other 40% of Boomers, the convenience and rising quality of takeout and delivery choices steers the generation to dine away from the restaurant. And it's not tech-driven as with the younger generations. Incorporating futuristic technology to the food ordering or dining process may cause restaurants to fall out of favor with Baby Boomers. Less than 10% of Boomers would consider the use of a chat bot on a restaurant website compared to 27% of Millennials.² The Boomers choose to avoid the complexity some technology adds to ordering food and they prefer to phone-in food orders especially when they have the extra income to 'spend' on food and drink purchases.



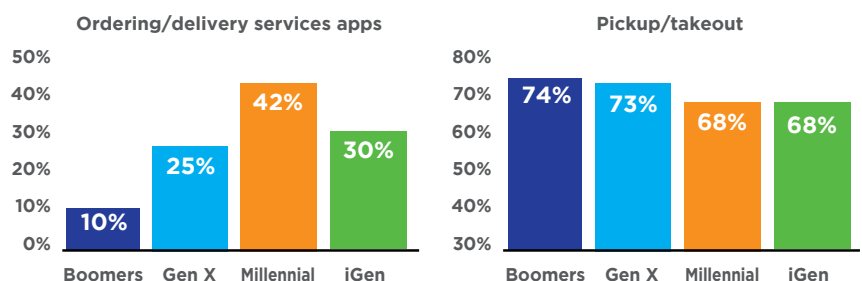
GEN X'ers

Generation X or Gen X'ers, were born between 1965 and 1980 and are often less talked about when compared to other generations. Although the smallest generation in terms of number of individuals amongst the featured set, Gen X'ers are in their prime working years and hold one of the larger percentages of disposable income to spend on food and drink.

For most Gen X'ers the financial crisis left a lasting imprint on the way this generation considers their food purchases. The majority of Generation X started families during the financial crisis, and getting the most value for their food purchase is very important. Supermarkets are essential to their diets, especially during dinner time. The fresh prepared hot bar allows Gen X'ers to cater to a variety of healthful and organic food choices at the speed and convenience they need to support busy family schedules.

With both parents working full-time jobs and their schedules often overrun by our iGen's extra-curricular activities, the fast casual dining trend is another quick and healthy mealtime solution for Gen X families. Fast casual restaurants that offer family-style takeout meals provide an even greater value of variety and convenience for the Gen X household. After a long day of work, kid's practices and schoolwork, Generation X considers fast casual dining more affordable and often associates it with quality, healthy ingredients.

Takeout & Delivery Preferences of Each Generation³



GENERATIONS

MILLENNIALS

The Millennial generation was born between 1981 and 1994, and influence some of the biggest trends in the US restaurant and foodservice industry. Most millennials are fast-followers and in the foodservice industry, when a trend is backed by millennials' #hashtags and likes, the trend goes viral.

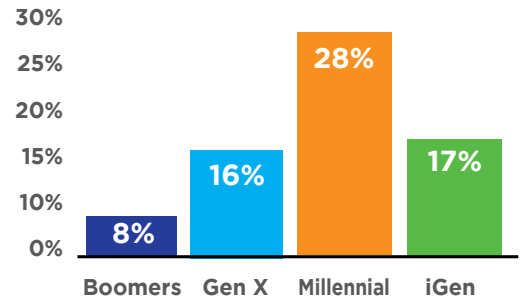
For Millennials, unique is what they seek. Whether a new food trend, restaurant concept or meal kit subscription, the more unique the food experience the better. Typically, millennials like the branded

restaurant experience, but one that can be packed up and taken to-go. Fast-casual concepts are the restaurants of choice for this younger generation, as they cater to healthy ingredients that they can customize and have easily delivered or ready for curb-side pickup.

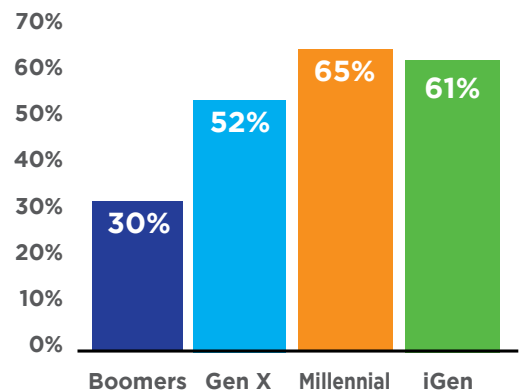
When it comes to food sourcing Millennials value transparency and want to know where and how their food is grown or raised. Nearly 9 out of 10 Millennials expect companies to be truthful about where their food is produced.³ Environmental awareness is very high with this generation and packaging that offers sustainable attributes provides peace of mind when Millennials order food for takeout or delivery.

While Millennials love the convenience of fast casual takeout, a large portion of this generation is starting to explore cooking from home. Meal kits offer Millennials an easy introduction to home cooking. Almost 1 in 4 Millennials have tried a meal kit subscription leading all generations as the most avid users of this new home cooking experience.²

Percentage of consumers who have used a meal kit subscription service²



Percentage of consumers who order delivery from fast casual restaurants regularly²



iGEN

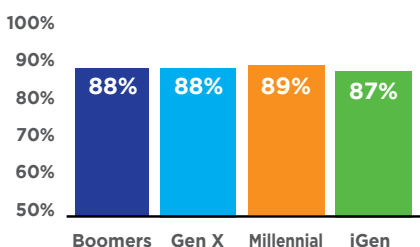
Generation Z also known as iGEN, were born between 1995 and 2007, and this generation has been practically raised on smart devices. Although young and with the least amount of disposable income in the featured set, Generation Z influences a lot of household purchases and have some very specific preferences when it comes to food and drink.

When it comes to food, Generation Z values healthy, all-natural food labels, which tend to cost more than conventionally labeled food products. Despite the

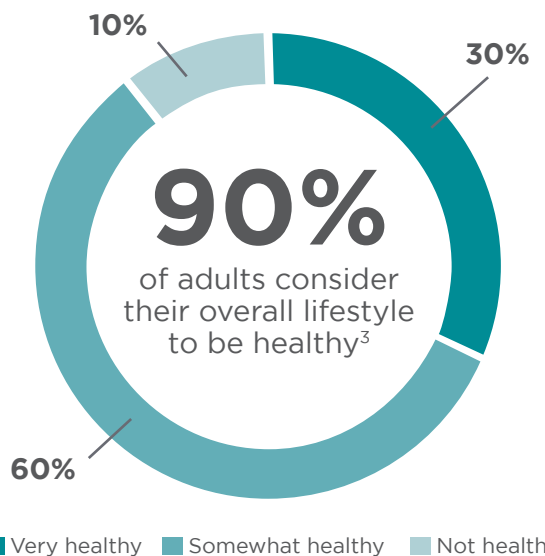
higher price point, and with the least amount of disposable income to spend on food and drink, Generation Z prefers higher quality food labeled options. Nearly 60% of Gen Z'ers are motivated to eat healthy, which is evident in their food purchases.³ Gen Z'ers also buy food and beverages with organic labeling over 133 times per year, compared with the average of 88 times per year in older generations.⁴ To sustain the higher cost of food, the dining habits of iGen favors snacking. iGEN loves to snack, and prefer more frequent and smaller meals compared to the traditional 3-meals per day. In fact, 42% of meals consumed by Gen Z'ers include a ready-to-eat snack food.⁴

Growing up with smart devices and in multi-screen households, iGEN loves their tech. And this is especially true when it comes to influencing their food choices. This generation is very dependent on technology and social influence to communicate food trends and to find the newest places to eat. Nearly 40% of Generation Z learns about new food trends and restaurants from their peers on social media.¹

Percentage of consumers who want more transparency from restaurants³



Over **85%** of consumers in **every** age group want more transparency in ingredients and preparation methods²



Very healthy Somewhat healthy Not healthy

Brunch Catering From Post to Presentation

Brunch is a booming business, and the millions of #hashtags and web searches are there to prove it. For many, brunch is all about the experience, which is often why consumers first look to social media for inspiration and then set out to create their own brunch presentation. For restaurant operators, catering to the brunch crowd will drive new to-go business. Mintel reports that 34% of consumers

PET Round Hammered Platters

sku# LS1112000D | 36/cs

LS1116000D | 36/cs

5212, 5216 | 36/cs

5512, 5516 | 36/cs

Pristine Presentation

- 12" and 16" silver-look hammered platters ideal for brunch catering
- Intricate, hand-crafted hammered pattern replicates permanent ware at a fraction of the cost
- Advanced stacking feature makes prep and delivery fast and easy
- Crystal clear PET Lids securely protect platters out for takeout and delivery



40% of
consumers agree that
brunch is an opportunity
to socialize with friends
and family³

Presentation
Ready



Premium
Design



say they enjoy ordering innovative breakfast and brunch dishes.⁷ Coupled with versatile catering packaging, operators can drive menu development and set serving size suggestions easily. Packaging and tableware options that let operators replicate permanent ware at a fraction of the cost while remaining conveniently disposable will earn extra likes with brunch consumers. And being that brunch is all about the “bling”, offering a variety of silver inspired tableware and serving ware options will give the consumer the ability to customize the style of their brunch gathering. Products that provide a convenient and table-ready presentation will ensure consumer expectations are fulfilled and their experience is worthy of being shared over and over again.

Silver-Look Tableware

sku# 10IMP144S | 144/cs
7IMP144S | 144/cs
CMFH600 | 600/cs
CMKH600 | 600/cs

Durable Design

- Premium silver-inspired PS tableware designed to emulate and replace permanent ware
- Silver rimmed white PS plates offer a balanced style for formal or casual dining occasions
- Extra-strength and durable hammered cutlery provides a permanent silver-ware experience.
- Modern design enhances tabletop settings for an on-trend and upscale dining setting



Durable



Functional

Hot Food Delivered to More Hot Spots

In today's market, delivery is driving business for restaurants and packaging is protecting the food out for delivery. Today's consumers have high expectations for delivery, and are pulling more brick and mortar brands from inside their four walls outside to new food hot spots, corporate events and social gatherings. Maintaining food quality for the consumer while accommodating the length of the delivery process and the on-the-go dining experience are vital for repeat customer business. Packaging that prevents leaks and spills and can be used to serve and eat from is critical to successfully delivering the brand experience to a variety of different dining hot spots.

PP Party Platter with Lid

sku# C72141550D25 | 25 sets

Party Platter

- 14" Square and 2" deep platter base
- Extra-strength ribbed PP platter base ideal for catering orders
- Low dome PET lid with vents helps control moisture
- Durable and stackable base and lid makes prep and delivery easy

NEW!

88% of consumers believe that maintaining food temperature is the most important attribute of to-go packaging⁵

Presentation Ready



Stackable



Microwaveable



Durable





PP Stackable Party Platter with Lid

sku# C78140050D25 | 25 sets
C76100040N25 | 25 sets

Stackable Servings

- 4-Compartment, extra-strength ribbed platters ideal for catering orders
- Durable PP construction designed for hot food applications up to 240°F
- Patent-pending Stack N' Serve™ feature adds a second tier creating new menu combinations
- Modular platter design offers different serving size options



6"x9" PP Hinged Takeout Containers

sku# H73090310F264 | 264/cs
H77090020F264 | 264/cs

Tear and Serve

- Extra strength hinged containers ideals for single-serve and multi-serve to-go orders
- Patented Break-away™ lid easily separates from base creating a table-ready dining experience
- Clear lid anti-fog lid helps maintain optimal clarity and freshness
- Durable and stackable design makes prep, transit and storage safe and easy



Home Delivery Drives Family Style Dining

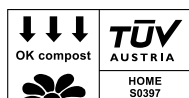
The traditional household demographic is shifting; in fact, nearly 1 out of every 5 Americans live in a multigenerational home⁶. As a result, consumers are eating in larger groups more frequently and outsourcing their demand for family style meal options. Today's consumer enjoys the communal experience, especially when it can be shared in the convenience of their own home, and the set-up and clean-up are stress free. A family-sized packaging program can help operators drive menu

10" Pulp Square Platter

sku# 49110F025 | 25/cs
52910F025 | 25/cs

Sustainable Strength

- Open concept pulp platters 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



*Compliant to ASTM 6868 as certified by BPI and TÜV.
Ok compost Home as certified by TÜV.

passes WMU standard
www.wmich.edu/pilotplants



Nearly
50% of delivery
occasions cater to
family style meals²



development and cater to multi-serve meals better than individual serving containers. Versatility in performance is key. Instituting a program that is suitable for both hot and cold food, and is microwave and oven safe will help operators add variety to their menu and offer the convenience of reheating for the consumer. Table-ready presentation is just as critical and operators must protect their brand with durable packaging that preserves food integrity and delivers restaurant quality food to the consumer's kitchen table. And when the meal is done, consumer expectations favor recyclable and home compostable options as the preferred packaging choice. Packaging that aligns with 'green living' and performs exceptionally well throughout the delivery process will help sustain repeat family style business.

64 oz Pulp Round Bowl & PP Lid

sku # 41100640D100 | 300/cs
5211110D100 | 300/cs

Family Sized

- Large ounce capacity perfect for family style dining
- Temperature tested for use with hot or cold food applications
- Vented PP lids helps prevent spills for a mess-free delivery
- Best-in-class natural pulp look highlights the importance of food quality



Functional



Presentation Ready

A Fast Following For Fast Fine Dining

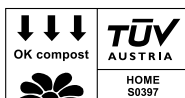
Fine Dining restaurants are starting to adopt the fast casual model. For the fine dining operator, the ability to provide high-quality food on-the-go that cuts out reservations, wait times and in-house overhead will make fine dining more accessible for the everyday consumer. While fast fine may be more economical and convenient for busy consumers than traditional fine dining, consumers still expect the restaurant to maintain the same level of quality in its food. Packaging plays a critical role in helping restaurant operators carry-out the fine dining experience. Clean aesthetics, durability and the ability to eat directly out of the container are vital to protecting the restaurant's brand and maintaining food integrity in fast-fine movement.

All-In-One Pulp Taco Tray

sku# 47090030D300 | 300/cs

Taco-bout Takeout

- Divided wall container holds up to three tacos keeping them safe and secure during delivery
- Vented and domed PP lid helps preserve food integrity and control moisture
- Unique sectional design eliminates the need for food wrap saving time and money
- Durable and stackable base and lid design makes prep and delivery easy



*Compliant to ASTM 6868 as certified by BPI and TÜV.
Ok compost Home as certified by TÜV.

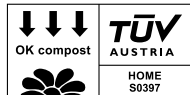
NEW!



40%

of consumers have ordered takeout from a fine dining establishment in the past 3 months.⁵





COMPOSTABLE
IN INDUSTRIAL FACILITIES

Check locally, as these do not exist in many communities.
CERT # 10528471

recyclable



passes WMU standard
www.wmich.edu/pilotplants



*Compliant to ASTM 6868 as certified by BPI and TÜV.
Ok compost Home as certified by TÜV.



Pulp 2 Compartment 6" x 9" Base & PET Lid

sku# 47090020D300 | 300/cs
51601F300PCR | 300/cs

Compostable Utility

- 2 & 3 compartmented Pulp containers help maintain ingredient integrity when out for delivery
- Sectional designs easily create availability of menu combinations and different serving sizes for operators
- Microwave and oven safe pulp bases make reheating quick and easy
- Variety of lid options available to safely deliver a range of different menu items



2 & 3 Compartment Large Rectangular PP Containers

sku# 71243B150N | 150/cs
71335B150N | 150/cs
53172B150N | 150/cs
52173B150N | 150/cs

Durable Delivery

- 8x11 multi-compartment PP containers ideal for hot food menu items
- Microwaveable base and lid makes reheating fast and easy
- Durable and stackable to-go containers helps preserve food integrity during delivery
- Vented and splash resistant PP lids perfect for a safe and mess-free delivery



Build Business Around The Bowl Experience

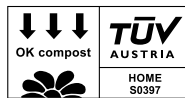
As health and wellness continue to drive habits of busy consumers, fast casual restaurants are adding more bowl-centric concepts to their menu offerings. For operators, the versatility of the bowl can extend the restaurant's reach and drive menu development across different dayparts and menu concepts. And this is perfect for today's consumers, who view the bowl as a vessel to build and customize meals with superfoods, proteins and nutrient-rich ingredients and then take it to go. To fulfill consumer expectations, operators must build a bowl program fitted with the right packaging for each menu concept to ensure food integrity is preserved and brand experience is protected.

32 oz Pulp Bowl & PP Lid

sku# 49032D300 | 300/cs
5211090D300 | 300/cs

Meal-in-One

- Single-serve round Pulp bowl ideal for hot and cold bowl menu concepts
- Dual microwaveable and ovenable bowl bases allow reheating to be fast and easy
- New PP vented lid pairs perfectly with hot food to control moisture and help facilitate reheating
- Best-in-class natural pulp look highlights the importance of food



COMPOSTABLE
IN INDUSTRIAL FACILITIES
Check locally, as these do not exist in many communities. CERT # 10528471



passes WMU standard
www.wmich.edu/pilotplants

*Compliant to ASTM 6868 as certified by BPI and TÜV.
Ok compost Home as certified by TÜV.

NEW!

Nearly
1 IN 2 consumers
who have disposable
income to spend on
food & drink want
more bowl-centric
menu concepts¹

New PP Lid Fits 24 oz, 32 oz, and 48 oz Round Pulp Bowls



Ovenable



Microwaveable



Secure
Locking Lid



Functional



32 oz PP Bowl & Lid

sku# 77032B300 | 300/cs
52771B300 | 300/cs

Protein Packed

- Durable PP single-serve bowl great for hot food menu items
- Microwaveable base and lid allows reheating to be fast and easy
- Vented PP Lid pairs perfectly with hot food to control moisture and help facilitate reheating
- Leak-resistant and durable design allows for a mess-free delivery



Durable



Stackable



Microwaveable



16 oz PET Bowl & Dome Lids

sku# 12016A500 | 500/cs
51016A500 | 500/cs
52016A500 | 500/cs

Perfectly Portioned

- 16oz single serve PET bowl ideal for cold menu items
- Crystal clear base & lid great for retail merchandising and showcasing ingredient quality
- Refrigerator friendly, grab and go design makes prep and delivery fast and easy
- Snap in lid fit helps prevent leaks and spills for a mess-free delivery



Clear Lids
To Show
Freshness



Refrigerator
Friendly



Leak
Resistant

Meal Kit Success Without The Stress

Meal kits are adding a convenient and alternative choice to the traditional home-cooked dinner. While meal kits subscription services aim to streamline planning and cut down on visits to the grocery store, consumers are still looking to outsource meal prep and clean up. Because of this, high quality prepared meal kits are beginning to pop up in grocery stores.

1 & 2 Compartment Medium Rectangular PP Containers

sku# 78130B300 & 52871B300 | 300/cs
78229B300 & 52872B300 | 300/cs

Fresh Prepared

- Microwave-safe PP containers make heating fast and easy
- Sectional designs easily create unlimited menu combinations and different serving sizes
- Vented and splash resistant PP lids work great for delivery, heating and storage
- Fully recyclable base and lid makes clean up quick and stress free



More than
60% of consumers
reported ordering take-
out from a supermarket
in the past month⁵

Grab 'N Go



Refrigerator
Friendly



Stackable



Microwaveable



With consumers wanting to spend less time on meal prep and clean up, prepared retail meal kits become an attractive dinner-time solution. Especially when packaging helps facilitate a quick, mess-free and high-quality meal. For grocery store operators, retail meal kit packaging needs to be film sealable, allow for a lid application and offer the ability to merchandise well in the retail environment. For the busy consumer, packaging must make reheating fast and clean up easy. Grocery stores can compete with subscription-based meal kits services and keep dinner time dollars spent in their stores and in their brand. Coupled with the right packaging grocery operators can offer a retail style meal kit to keep dollars spent inside their store and fulfill today's busy consumer expectations looking for a quick heat and eat dining experience.

1 & 2 Compartment Rectangular CPET Containers

sku# 36581FMG390 | 390/cs
36582FMG390 | 390/cs
56580G390 | 390/cs

Culinary Convenience

- Dual oven-safe and microwaveable CPET containers makes heating prepared meals fast and easy
- Film sealable container bases ideal for home meal replacements and prepared meal kits
- Crystal clear PET lids work great for retail, delivery and storage.
- Fully recyclable base and lid makes clean up quick and stress free



Ovenable
up to 400°



Clear Lids
To Show
Freshness



Compartmented



Stackable



BEST PRACTICES

BRUNCH CATERING

Sophisticated Yet Simple

Brunch consumers are looking for something different, it's the reason they accepted the invitation to gather for this unique daypart. They expect the unexpected and this gives operators the opportunity to introduce new and fun menu combinations. However, to fulfill brunch-time expectations, menu development requires operators to balance a sophistication in flavor profile while maintaining simplicity for offsite execution. Research favors sandwich-style menu items but with a twist. Operators can dress up traditional sandwiches with croissants, nova lox, and of course a slice of avocado to drive guest satisfaction off the charts and to help maintain ingredient integrity until served, posted and shared.



HOT FOOD DELIVERED

Serving All Sizes

According to National Restaurant News, chicken is one of the fastest growing segments up 7.3% year over year.⁸ More and more operators are adding chicken wings, in particular, to their to-go menus. Traditionally, chicken wings are served in aluminum and in catering serving sizes for larger groups, but the demand from consumers today includes growth across all serving sizes. For operators, tapping into chicken wing revenue requires the right packaging to break from tradition and simplify serving sizes for smaller groups and single-servings dining occasions. Operators can optimize menu and serving size development with ease through single and multi-compartment containers.



FAMILY STYLE

Get In With The Family

Mintel reports Korean-inspired dishes increased on menus by 23% from 2015 through 2017. Driving this trend are many dishes that feature familiar ingredients but with a twist.⁷ Popular with today's consumers are Korean-inspired dishes like Kimichi fries, Korean BBQ meatballs or a Bi Bim Bop vegetable bowl. The familiarity makes it easy for consumers to try something new, which makes for great fun on family-night. Group dining is an opportunity for consumers try something new and test out new food trends before accepting them into their own food purchases. Through family-size packaging, international menu concepts can get on more family dinner tables and help operators get in with more family members.



FAST FINE

Tacos From Around The World

Although Tacos originated from Mexico, the menu item has become so widely mainstream and popular they have started to cross borders. Taco concepts have begun to emerge on more international menus, in forms such as Korean Beef Bulgogi Tacos or North African-style Tacos.⁷ In fact, taco concepts have increased in menus at both fast casual and fast fine restaurants, some even forming their entire restaurant concept around tacos.¹ As fast casual and fast fine restaurants revolve around high quality, that can packaged up for to-go, it is necessary to provide sturdy and high quality packaging to protect uniquely shaped food items to ensure they deliver a flavorful and mess-free dining experience.



BOWL BUSINESS

Bowls Beyond Borders

Mintel reports that Mediterranean and Middle Eastern cuisines have been steadily growing on menus since 2015¹ with 29% of today's consumers interested in seeing more prepared meals with internationally inspired flavors.⁷ Mediterranean inspired ingredients such as hummus, chickpeas, tzatziki sauce, and falafels are most favorable with today's consumers. For operators, the build-a-bowl concept serves this trend perfectly. Being both fundamentally simple and exceptionally versatile, bowls are easy to set serving sizes, can be prepared fast and packed up for carry out or delivery with ease. Bowl building is what excites today's consumer and offering a Mediterranean or international bowl menu item will help your bowl cross the border.



MEAL KITS

Source of Trust

The meal kit craze is starting to stick and latest retail-style offerings are proof consumers are accepting this dinnertime solution into their everyday food purchases. The supermarket allows consumers to ditch the digital subscription and add meal kits to their weekly grocery purchases. Being the supermarket is already a source of trust, consumers are more likely try something new. Consumers tend to favor meal kits when they want to try a new cuisine type, or with dishes they are unfamiliar preparing. Proteins and veggies combination that favor bold flavors and promote health and wellness make consumers feel good about the decision to try something new.



EMERGING TRENDS

From Mintel's 2018 Fast Casual Restaurants and Healthy Dining Trends Reports

iGEN

According to Mintel, iGens are the fastest growing generation, representing consumers between the ages of 11-23 and 17% of the population. Growing up in a fully digital world, convenience, technology, build-your-own processes and food trends represent the common dining experience. Social media exposes them to food they've never heard of and keeps them up-to-date on food trends. Their perspectives towards healthy food and social media post aspirations are driving trends.¹ iGens view health as a lifestyle and are looking for foods that make them feel and look good through benefits such as detox components, healthy skin, energy, and overall wellbeing. They are more likely to explore a variety of restaurants with specialty concepts or specific diet menus. However, these flavor-forward consumers are not willing to sacrifice flavor in order to eat healthy.³



PREMIUM SNACKS

Fortunately for Fast Casual restaurants, as reported in Mintel's 2018 Fast Casual Report, consumers are willing to pay more for premium, health-forward snacks. In order to compete with the snacking market, fast casuals should look to offer snacks that will be associated with high quality and can compete with processed, lower quality snacks.¹ Nut and cheese snack pairing and fruit and cheese pairings are prime examples. In an oversaturated foodservice market, every restaurant segment is striving to target less-traditional meal occasions. Premium snacks and beverages can open up the segment to occasions such as happy hour and snacking, with young consumers being the core demographic for this market.¹



FOOD HALLS

Mintel explains in its February 2018 Fast Casual report that food halls are a collection of restaurants in one space serving higher quality food at a higher price point and a more upscale ambiance than the traditional food court. The restaurants involved usually offer a counter service style and serve a variety of elevated food offerings.¹ Each restaurant brings in their own audience and allows the other participating restaurants the opportunity to reach new diners. Surrounding your restaurant among competitors might sound like a risk, but it offers cost savings and the opportunity for collaboration such as special events and allows maintenance cost sharing.¹

HEALTH BEYOND SALADS

Focus on flavor and innovation when it comes to healthy offerings.³ Offering an elevated salad or a twist on a familiar dish with premium ingredients and unique flavors will attract more consumers. While many consumers often rely on personal motivation to eat healthy, this can be impacted by how appealing food and beverages look.³ Restaurants must offer a more diverse menu variety that leads with flavor and innovation.²



TRANSPARENCY & QUALITY

Mintel's Healthy Dining Trends reports that transparency, quality and trust are overarching requirements that consumers expect from restaurants.³ Consumers want restaurants to be more transparent about their ingredients and preparation methods, leading more restaurants to embrace open kitchen models and visible ingredient information on menus.³ Diners also trust a health-focused restaurant to provide accurate health information. Transparency in food packaging, such as compostable or recyclable, can also enhance a brand's trust if it offers benefits that align with their consumers' values.³





THINK STRONG

40% of consumers prefer plastic for hot/cold food over other materials due to its strength and toughness.⁵



THINK QUALITY

68% of consumers want packaging that looks and feels high quality.⁵



THINK FRESH

OVER HALF of consumers are likely to write off a restaurant if the food does not maintain its integrity in transit⁵



THINK GREEN

70% of consumers believe that environmental friendly packaging is important.⁵



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



1. Mintel Fast Casual Restaurants US February 2018 Report

2. Datassentials Food Service at Home 2017 Keynote Report

3. Mintel Healthy Dining Trends US March 2018 Report

4. NPD Generation Z Redefines Snacking Infographic

5. Sabert Takeout and Delivery Survey 2016 powered by Datassentials

6. Pew Research Center Fact Tank, D'Vera Cohn & Jeffery S. Passel, "Record 64 million Americans live in multigenerational homes," April 5, 2018

7. Mintel International Food Trends US January 2018 Report

8. Nation's Restaurant News 2018 Top 200: Data and Rankings; 18 June 2018