

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

THE GREAT BATTLE FOR CONVENIENCE DINING DOLLARS

Packaging strategies to win convenience dining sales



KATHY DEIGNAN

SENIOR VICE PRESIDENT
Sales & Marketing



Dear Valued Customer,

Consumers live life at a fast pace. With busy schedules, long commutes and in a world of 24/7 connectivity consumers are left with less time to prep, cook and clean up a day's meal. More and more consumers rely on the foodservice industry to provide convenient mealtime solutions that fit easily into their busy and social lifestyles.

Technology has provided one path for foodservice operators to stay connected with the busy consumer. Advancements in mobile and voice ordering fit seamlessly into the consumer's digitally connected home or across their multiple screen devices. But fitting in and competing for 'screen time' is only half the battle.

In the third edition of Spotlight, the marketing team shines light down the consumer's path to convenient dining options and explores how Restaurant, Supermarket and C-Store operators are competing in the great battle for consumer dining dollars. Consumers are time and food starved and overloaded with dining options. Operators across all channels are left fighting to compete for the consumer's dining convenience. And we're here to let out a little secret, packaging is the key to winning.

At Sabert, our DNA is built to enhance and to advance the food experience; it's at the heart of everything we do. Food on-demand and convenient dining trends are driving growth for Sabert because our product portfolio is dialed into the consumer's dining experience and the operator's execution experience. We value the importance of influencing menu development to drive incremental dining sales for the operator. For the consumer, providing a consistent and reliable food experience wherever the meal is enjoyed is vital to our continual success. Keeping the food experience so close to heart is what continues to help Sabert thrive.

So charge up your smartphone and follow us down the consumer's path to convenience where you will find Sabert's packaging solutions are the key to winning the great battle for convenience dining dollars.

Kathy Deignan



Convenient, mealtime solutions *all packaged up.*

At Sabert, we understand packaging's ability to solve convenience challenges. We're here to help operators offer mealtime solutions that are battle-tested and ready to win convenience dining dollars. With Sabert, the answer is simple...

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

Fresh Prepared Destination

For most time and food starved consumers, the grocery store is becoming the new neighborhood dining destination.



It's All About Delivery

Delivery style orders own more of the restaurant's bottom line. And for some operators, delivery is virtually all they do.



Advancing Food Safety

A precut, fresh produce program with advances in tamper-resistant security will win consumer trust and loyalty.



The Snacking Diet

Grab 'n go options that promote health, energy and convenience across all dayparts will help operators win convenience dining dollars.



A Total Takeout Solution

Restaurants are seeing more customers dine outside of the restaurant as to-go style orders contribute more revenue to the bottom line.



Impulsive Sweets

Promoting smaller portion sizes and portability throughout all dayparts will prime operators to win convenience dining dollars.



What is Convenience Dining?

Convenience dining is the act of consuming a mealtime solution that is the most readily available option given the time allowed, without sacrificing quality or taste. It's the here, the now, the 'I am ready to eat what are the options before the countdown to starvation goes down?!' It is the nature of servicing today's time and food starved consumers who are programmed for now, in-the-now, did we mention they want it, right now!

The on-demand world is available at the consumer's fingertips and with this digital advancement comes a rapid transformation of new dining habits. Consumers are ordering more meals for delivery from Restaurants, gourmet dining at Supermarkets or mobile ordering prepared foods from C-Stores making grab 'n go options easier, heartier and healthier for on-the-go diners.

With great power, comes great capability. Technology has charged today's consumer with the power of convenience and has advanced their ability to satisfy mealtime needs from a variety of different operator types. With many dining directions to choose, foodservice operators across Restaurants, Supermarkets and C-Stores are left to fight a great battle to pull consumers in and win their dining dollars.

Luckily this issue is packed with winning packaging strategies that will prepare operator types across all channels to win. But first, let's start down the consumer's path to convenient dining options and meet the operators competing to win.

THE PATH TO

Supermarkets

Also known as the *grocerant*, consumers turn to the supermarket as the new neighborhood dining destination. For today's consumer, the grocery store is a hybrid destination offering a restaurant quality experience, at different levels of convenience: from fresh prepared and grab 'n go to meal kit style options that vary in prep time and skill level. Applying more advanced culinary expertise to menu development and using packaging as a cue that food quality is important will help grocery operators win convenience dining dollars.



CONVENIENT DINING

C-Stores

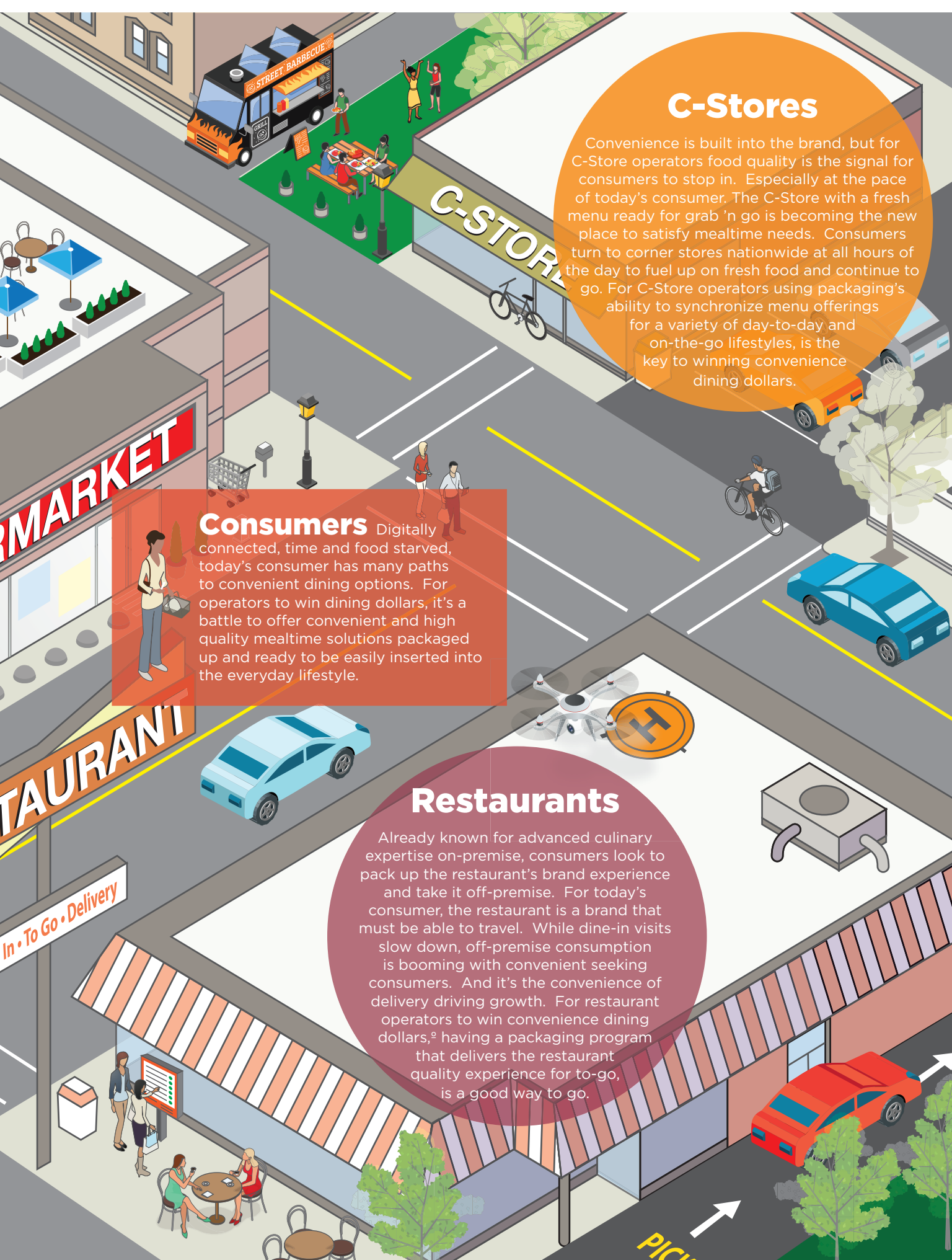
Convenience is built into the brand, but for C-Store operators food quality is the signal for consumers to stop in. Especially at the pace of today's consumer. The C-Store with a fresh menu ready for grab 'n go is becoming the new place to satisfy mealtime needs. Consumers turn to corner stores nationwide at all hours of the day to fuel up on fresh food and continue to go. For C-Store operators using packaging's ability to synchronize menu offerings for a variety of day-to-day and on-the-go lifestyles, is the key to winning convenience dining dollars.

Consumers

Digitally connected, time and food starved, today's consumer has many paths to convenient dining options. For operators to win dining dollars, it's a battle to offer convenient and high quality mealtime solutions packaged up and ready to be easily inserted into the everyday lifestyle.

Restaurants

Already known for advanced culinary expertise on-premise, consumers look to pack up the restaurant's brand experience and take it off-premise. For today's consumer, the restaurant is a brand that must be able to travel. While dine-in visits slow down, off-premise consumption is booming with convenient seeking consumers. And it's the convenience of delivery driving growth. For restaurant operators to win convenience dining dollars,⁹ having a packaging program that delivers the restaurant quality experience for to-go, is a good way to go.



A Fresh Prepared Neighborhood Dining Destination

It's 4 pm, do you know what's for dinner? For the majority of busy consumers living an on-the-go lifestyle leaves less time to prepare hearty and homestyle cooked meals. Especially for dinnertime. Consumers who do not have time to cook have higher expectations for dinnertime menu offerings and want the premade dinner convenience but not at the expense of quality and taste.

16 oz & 24 oz PP Round Deli Containers

sku# 1000355 | 500/cs
1001159 | 500/cs

Deli Delivers

- Temperature tested for hot and cold food applications
- Microwave base and lid makes reheating quick and easy
- Durable and stackable design built for easy prep, transport and storage
- Premium lid fit provides easy mess-free carryout experience



Time-starved consumers are willing to pay a
PREMIUM
for convenient fresh prepared foods!



Grab 'N Go



Secure Locking Lid



Microwaveable



Stackable

For most time and food starved consumers, the grocery store is becoming the new neighborhood dining destination. Fresh prepared food is helping operators drive new waves of traffic, consisting of consumers who are driven by a brand of homestyle convenience. Grocery operators who develop a packaging program that provides optimal fit for use for both on-premise and off-premise dining are primed to win. The grocery diner values packaging that will accommodate menu variety, different serving sizes, uses for hot and cold applications, and is reusable and reheatable. When coupled with the right packaging, grocery operators will win the great battle and carry out a high quality food and brand experience.

24 oz & 48 oz Pulp Round Bowls

sku# 4108240D300 | 300/cs
4108480D300 | 300/cs

Build-A-Bowl

- Temperature tested for hot and cold food applications
- Durable and stackable design built for easy prep, transport and storage
- Premium lid fit provides a mess-free dining experience
- Best-in-class natural look highlights the importance of food quality



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



Secure Locking Lid



Microwaveable



Presentation Ready



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

Advancing Food Safety To Drive Fresh Growth

At the pace of today's consumer, the demand for fresh and convenient mealtime solutions is a ripening market. For grocery and c-store operators competing to win the great battle, fresh produce is a leading avenue to growth. Pre-cut fruits and veggies offer added benefits for time starved consumers. Additional benefits for offering pre-cut produce include reducing meal prep time and having pre-portioned, on-the-go snacks.

SureHinge™ PET Tamper Resistant Containers

sku# H1306080T | 240/cs

H1306120T

H1306160T

H1307240T

H1307320T

Ensure Trust

- No excess plastic waste gives consumers peace of mind for safety and the environment
- Patent-pending SureHinge™ tamper resistant design ensures optimal food safety
- Crystal clear PET design ideal for merchandising and showcasing ingredients
- Leak resistant lid safely ensure a clean and mess free carryout or delivery

TAMPER RESISTANT SUREHINGE™

Nearly
HALF of all
food sales from
top-performing fresh
grocery retailers come
from FRESH products.¹

Secure
Locking Lid



Grab 'N Go



Stackable



Recyclable



Operators have the opportunity to drive margin dollars, as consumers are willing to pay more for this value added convenience. Offering secure packaging for pre-cut produce also gives operators and consumers peace of mind that their food hasn't been tampered with before consumption. A pre-cut program that features grab 'n go packaging with advances in tamper-resistant security will win consumer trust and loyalty. Convenient seeking consumers value packaging that keeps foods safe and fresh, prevents leaks and spills and is safe and easy to use. To win the great battle, operators can ensure their trust in tamper resistant packaging to secure convenient dining dollars.

SureHinge™



A Total Takeout Solution For The New Dine Out World

Dining out has taken on a new meaning for restaurant operators. Restaurants are seeing more customers dine outside of the restaurant as to-go style orders contribute more revenue to the bottom line. A trend that is particularly true for fast casual operators who tend to attract younger diners. Millennials and Gen Z'ers are more experiential consumers and this is reflected in their dining habits.

4-Compartment PP Stackable Party Platters

sku# C78140050D25 | 25 sets

C76100040D25 | 25 sets

76100040N50 | 50/cs

Takeout Tower

- 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 2nd tier creating new menu combinations
- Modular platter design offers different serving size options



60% of all
consumers expect
high quality takeout
packaging from fast
casual restaurants.²

Presentation
Ready



Stackable



Microwaveable



Durable



Younger diners often seek out atypical places and turn them into the new place to eat. This creates the opportunity for restaurant operators to win the great battle with a takeout packaging program that can carry out the in-house restaurant quality experience for a variety of off-premise dining occasions. Restaurant operators who leverage packaging's ability to drive takeout menu development will capture more off-premise dining sales. Keeping the menu simple and scalable across all serving sizes will help control cost and drive higher margins. When coupled with the right packaging, restaurant operators can easily build a total takeout program designed to serve any off-premise dining occasion across all serving sizes.

PP Hinged Takeout Containers

sku# 1000053 | 148/cs
1000051 | 148/cs

Table-ready Takeout

- Extra strength hinged containers ideal 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



Presentation Ready



Stackable



Microwaveable



Durable



In Reality, It's Virtually All About Delivery

Delivery style orders are owning more of the restaurant's bottom line. And for some operators, delivery is virtually all they do. Consumers are placing more value on the convenience of delivery and for those operators who want to win the great battle, a delivery strategy is a MUST to have stake in the game. Restaurant operators who use packaging's ability to deliver the correct off-premise brand experience are ready to win. Maintaining the correct temperature, protecting food during transport and preventing leaks and spills are easy ways packaging can help Restaurant operators win convenience dining dollars.

Compostable Divided Insert

sku# 47070020 | 300/cs

To-Go Taco

- Versatile divided insert fits securely in a variety of pulp containers and lids
- Compartments serve up to 4 tacos safely and securely for delivery
- Divided walls neatly secure food maintaining optimal ingredient integrity
- Best-in-class natural pulp look BPI certified for home and industrial composting



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



Nearly **40%** of consumers who order delivery order 1x per week, while 69% order at least 1x per month.²





32 oz Round PET Single-Serve Bowl

sku # 12032T300 | 300/cs

Fresh Delivered

- Crystal clear PET design offers optimal clarity to showcase ingredients
- Crack and crush resistant construction perfect for delivery
- Durable and stackable assembly makes prep and transport easy
- Snap tight lid securely delivers a mess free meal

Clear Lids To Show Freshness 

Secure Locking Lid 

Refrigerator Friendly 



2-Compartment PP 8" x 11" Container

sku # 71243B150N | 150/cs

Hot Delivery

- 2-Compartment PP design ideal for hot food to-go menu items
- Microwaveable base and lid makes reheating quick, easy and mess-free
- Durable and stackable construction perfect for a safe and secure delivery
- Splash resistant PP lid prevents spills during transport

Microwaveable 

Secure Locking Lid 

Stackable 

The Snacking Diet Fuels All Day Sales

The snackers keep on snacking. And with this uptick, early morning snacking is a rising star. Practically 1 in 4 snackers are grabbing breakfast items when on the go.³ Mobile snackers value healthy and protein-rich options that provide fuel until the next snack sized meal. For operators who want to win the great battle packaging must play a part in the menu development process. Featuring more single-serve and grab 'n go options that promote health, energy and convenience across all dayparts will help operators win convenience dining dollars.

3-Compartment 8" x 6" PET Shallow Bento Box & Lid

sku# 184623B300N | 300/cs
584620B300 | 300/cs

Protein Power

- Assorted 3-compartment bistro box perfect for protein-rich small meals
- Crystal clear PET enhances food presentation and highlights assortment variety
- Slim and compact profile ideal for the on-the-go and mobile consumer
- New leak-resistant PET lid prevents spills for a mess-free meal



Nearly **HALF** of consumers are willing to pay **PREMIUM** prices at convenient stores, creating an opportunity to grow healthier snacking options in this channel.⁴



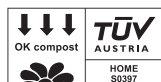


2- Compartment 7" x 5" PET Snack Box & Lid

sku# 169572B450 | 450/cs
569570B450 | 450/cs

Mobile Munching

- 2-compartment snack box perfect for snack sized dining
- Crystal clear PET enhances food presentation and promotes impulse purchases
- Slim and compact profile ideal for the on-the-go and mobile consumer
- Premium fit lid prevents spills for a mess-free meal



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



7" x 5" Pulp Snack Tray & Lid

sku# 400608D300 | 300/cs
520608D300 | 300/cs

Snacking Starters

- Temperate tested pulp base ideal for reheating in microwave or oven
- Crystal clear PET lid enhances food presentation and promotes impulse purchases
- Slim and compact profile ideal for the on-the-go and mobile consumer
- Best-in-class natural pulp look highlights the importance of food quality



Impulsive Sweets For Single-Serve Eats

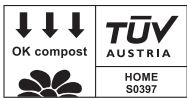
Cake before 9 am? Given the option, consumers will have their cake and take it to go, with breakfast. The morning rush is an opportunity for C-Store operators to promote indulgent treats. Especially during the work week when store traffic is at its peak. Promoting dessert items throughout all dayparts will prime operators to win. The indulgent snacker values variety, small portion sizes and portability. And they purchase impulsively. Grab 'n go packaging that can drive menu development and encourage impulse purchases will help C-Store operators win convenience dining dollars.

5" x 5" Pulp Single-Serve Base & Lid

sku# 400606D300 | 300/cs
53060D300 | 300/cs

Sustainable Eats

- Temperature tested pulp base ideal for cold and hot food applications
- Crystal clear PET promotes impulse purchases
- Compact base and lid assembly perfect for single-serve menu items
- 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.



2 OUT OF 3
consumers prefer sweet
snacks, a snacking
segment outpacing all
other snack segments.³



Clear Lids
To Show
Freshness



Functional



Natural
Look





Hinged PET Single-Serve Jumbo Cupcake Container

sku# KP101 | 270/cs

Jumbo Sales

- Hinged cupcake container with high dome lid allows maximum frosting applications
- Crystal clear PET optimizes merchandising display and promotes impulse purchases
- Unique centering feature secures cupcake and prevents icing damage during transit
- Audible and secure button lock makes closing fast and easy



6" x 6" Hinged PET Single-Serve Container

sku# KP225 | 300/cs

Utility Provider

- Compact and versatile hinged container ideal for a variety of grab 'n go menu items
- Crystal clear PET enhances food presentation and promotes impulse purchases
- Durable crack and crush resistant PET construction perfect for stacking
- Audible and secure button lock makes closing fast and easy



BEST PRACTICES

RESTAURANT

Food Smarts

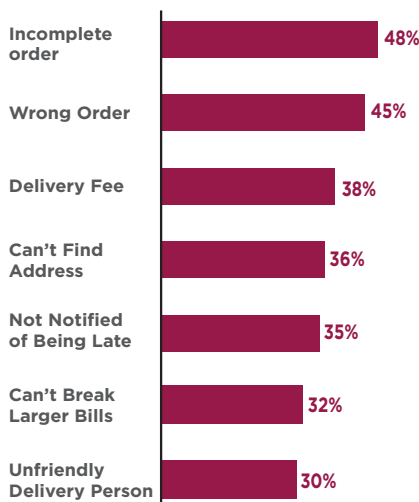
Food quality is one thing smarter than digital. Tech and digitally integrated systems are important to keep up and push out convenient mealtime solutions to consumers. But food quality is paramount for survival. Food quality is the ultimate pull in for operators who want to win convenience dining dollars. Invest in tech but define the brand with food quality.



Wine And Dine The Driver

With delivery's emergence as a segment commanding more operator resources, consider investing in amenities for delivery drivers. Whether in-house or 3rd party, delivery drivers are an extension of the brand. Keeping drivers engaged and happy to pick up and execute delivery orders for your brand could be what makes or breaks a positive review.

DELIVERY FRUSTRATIONS



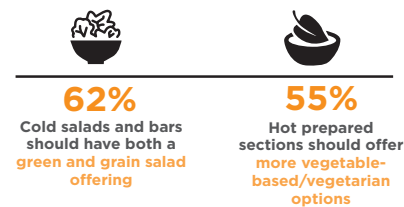
SUPERMARKET

Butcher Your Veggies

Today's consumer wants convenience in all forms, especially with fresh produce. The modern grocer is able to draw consumers in by creating a unique shopping experience. Adding a butcher station for your fresh produce is a creative approach to improve the in-store experience. And it's another way to double down on the plant-based protein trend. More and more, plant-based proteins are sharing the center of the plate with meat-based proteins. Today's consumer is modifying their diets to eat less meat. But the cravings are still there. Adding a butcher station for fresh produce is one way to give veggie lovers the same bloody good shopping experience traditionally only reserved for the meat eaters.



HOW GROCERY STORES COULD IMPROVE PREPARED FOODS



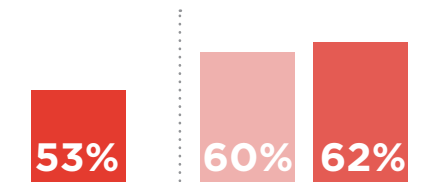
HOW TO MOTIVATE PURCHASES OF PREPARED FOODS



C-STORE

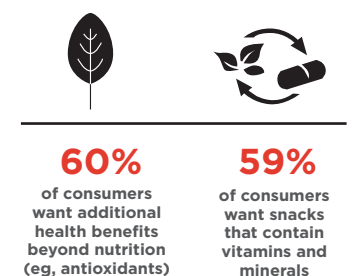
Snacking For Health

The consumers focus on health does not stop at convenience. The C-Store is a growing destination for consumers to satisfy healthy snacking options. Nearly 2 out of 3 consumers want additional health benefits from their snacking options.* Operators who can introduce extended health benefits such as antioxidants, vitamins and minerals are primed to win. Clear grab 'n go packaging is one way operators can get the word out and communicate ingredient transparency. Packaging that can showcase ingredients and influence impulse purchases for busy consumers in seconds will help C-Store operators win convenience dining sales.



of consumers state that product label and packaging influence their snack decision

CONSUMERS DEFINITELY WANT SNACKS THAT DELIVER ON THEIR NUTRITION NEEDS



EMERGING TRENDS

LIVING SINGLE

Nearly 1 in 3 US households are single-person households indicating that single living is once again on the rise; a headwind for household income since many are Boomers.* For foodservice operators competing for convenience dining dollars, this registers dollar signs. The growing number of single-person households has led to increased demand for food products in small sized packaging. This will compel the need for innovative packaging products to meet the single household lifestyle requirement. This presents the opportunity for operators to explore more menu developments, different portion sizes and entice consumers to try new products.*



DIGITAL DINING

Younger consumers are growing up without going out. For most Millennials and Gen Z'ers the majority of their shopping and entertainment is done online and on the couch. The need for consumers to interact with the physical restaurant is minimizing and as a result, restaurant operators are shifting resources to invest more in digitally integrated delivery programs. Delivery is built to be digital but the physical restaurant experience still needs to be executed and packaged with quality for the off-premise consumer. Investing in takeout packaging that protects the brand image is the key to winning convenience dining dollars.



CATERING GOES VIRTUAL

The virtual restaurant is a concept heating up with catering operators. Especially with national chains who are new to the catering scene. For national chains, the virtual model offers the benefits of the brand name while allowing the sole focus to be on optimizing the off-premise dining experience. A potential leg up on traditional catering operators. Traditional catering operators are already experts at scaling the off-premise experience but in order to win today's dining dollars, traditional operators need to scale catering's convenience and access in order to meet the needs of the modern consumer.

MEAL KIT KRAZE

The meal kit craze has gone mainstream. Becoming more than a subscription only convenience, meal kits are showing up in more supermarkets across the country. In-store meal kit sales totaled \$80.6 million last March, up 6.7% from the previous year.** For today's grocery operator, meal kits are an alternative mealtime solution for convenient seeking consumers looking for dinnertime options but want to skip the fresh prepared section. In fact, 81% of consumers feel that meal subscription services are healthier than prepared options at grocery stores. And with 1 in 3 consumers looking to purchase meal kits in store, grocery stores have an opportunity to assemble the same meal components at an affordable price to open up this expanding market.*

FOODSERVICE @ HOME

At home experiences seems to trump on-site experiences, which explains the continued growth of delivery. One might expect the at home delivery experience to surpass on-site experiences with regards to relaxation, comfort and time spent but delivery appears to be out performing the on-site experience even on measures one wouldn't expect such as food quality, confidence, getting what you want and feeling spoiled. To grow delivery, operators should continue working toward improving the at home experience and making it as close as possible to the in-restaurant experience.***



* (Nielsen, Understanding The Meal Kit Landscape And Consumer Preferences, 03-20-2017)
** (Nielsen, Getting To Know Today's Meal Kit Shoppers, 04-13-2017)
*** (Dataessential Keynote Report Foodservice At Home May 2017)





THINK STRONG

78% of consumers want to go packaging they can eat/serve out of.³



THINK QUALITY

75% of consumers want quality packaging that can be used in the microwave.²



THINK FRESH

76% of operators purchase TR packaging to keep food fresh.⁴



THINK GREEN

1 IN 3 snacking consumers want sustainable packaging.⁵



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



1. Nielsen Fresh Products Drive Total Store Success 2017 Article
 2. Datassential Foodservice@Home 2017 Keynote Report
 3. IRI Snacking Survey 2017
 4. Nielsen Individual Snacking Categories On The Rise In The U.S. 2017 Article
 5. Sabert Takeout & Delivery Survey 2016 Powered by Datassential
 6. Sabert Tamper Resistant Operator Survey 2016 Powered by OP4G