

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

CHALLENGES AND CHANGES IN CATERING

The Future of Catering, Food Trends and Restaurants



INSIGHTS

As restrictions continue to evolve, people are looking forward to traditional activities, such as hosting gatherings in their homes, going to outdoor events, and celebrating the upcoming holidays with family and friends. While this is great news for catering, it's not without its challenges.

As a result of recent events, consumers are increasingly focused on hygiene, sustainable packaging, and reducing food waste. Operators that demonstrate their shared commitment to these goals will find a world that's rich in possibilities. By embracing things like touch-free design, antimicrobial technologies and other consumer-forward packaging innovations that can extend shelf life and avoid food waste, operators can cater to the needs of today's—and tomorrow's—savvy consumers. Our company's commitment to sustainability, quality and customer satisfaction is at the heart of everything we do.

Let the celebrations begin

As the holidays approach, people are hungry to socialize with family, friends, and coworkers, giving operators countless opportunities to showcase their menus and services. From virtual dinner parties to outdoor happenings, consumers are evolving and expanding how and where they eat. This presents many chances for operators to extend their reach—from bringing a food truck to an event, to creating meal kits and virtual cooking classes, and showcasing their expertise in catering for all types of occasions.

In the Fall 2021 edition of Spotlight, our marketing team provides cogent insights on how the foodservice industry is changing, not only as a result of the pandemic, but also in anticipation of the next generation. Our experts also share valuable packaging trends and solutions that can help operators meet consumer desire for safe ways to eat, drink and be merry during the upcoming holidays and beyond.

Take a few moments to explore this brave new world—a world where off-premise dining is as much the rule as the exception, food safety and hygiene are non-negotiable, and being environmentally responsible is increasingly valued. We provide many ways to help operators thrive in the ever-changing world of catering.

We look forward to sharing safe, sustainable solutions that satisfy your customer's needs, make the world a little greener, and cater to your ongoing success.

STEPHNY S. HALSTEAD
Director, Product Management - Catering



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

At Sabert, we understand your brand's reputation is riding on your packaging's success. We're here to help build sustainable packaging programs for your operations that fulfill consumer's high expectations.

With Sabert, the answer is simple...

Think **Strong**. Think **Quality**. Think **Fresh**. Think **Green**.

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Micro-Events, Mini-Monies & Make-Ups

Operators should be prepared to cater everything from small-scale to larger events in the future whether they are in-person or virtual.



Dining In with Technology

Operators are benefiting from investments in mobile technologies for reservations, menus, ordering and payment.



Comfort Foods Out of the Comfort Zone

Comfort foods will expand, introducing new global flavors, new brands, and healthier options that are comfortable and familiar.



Direct Delivery Leads to Loyalty

Consumers who order directly from the restaurant tend to be more satisfied overall and more likely to stay loyal to the restaurant.

THE RETURN OF Catering

With fall in full swing and state restrictions regarding in-person dining and events continuing to evolve, catering is making its grand reentrance into consumers' lives. However, their perceptions of catering underwent a few developments during the past year. Their interest in safety and sustainability has increased. Now is the time, and the opportunity, for operators to embrace this new world with efforts like individualized food preparation and packaging, higher standards of cleanliness and increased commitment to caring for the environment. Then, it's time to talk about it—educate consumers and publicize their efforts through marketing and advertising.

SAFETY TRENDS IN CATERING

It's no secret, the pandemic highlighted consumer concerns related to hygiene. This led to more widespread adoption of several innovations in packaging relevant to catering, such as touch-free designs and antimicrobial technologies.² Additionally, during the pandemic, consumers mostly supported the increased use of plastic to ensure their safety, like typically unrecyclable films on fruits and vegetables.² Some solutions available to promote consumer safety in catering include personalized serving methods like meal kits or tray service, individually wrapped products and sealed cocktails. However, the long-term answer to both consumer desire for safety and sustainability remains adopting environmentally friendly packaging that doesn't sacrifice any degree of hygiene.

SUSTAINABILITY TRENDS IN CATERING

Consumers have long been on the front lines in the fight against food waste and for the environment. That's where operators will need to go to meet them. Consumers only regard freshness indicators as more important packaging features than minimal use or flexible packaging.² There are a few solutions operators can provide to show consumers they share their

commitment, such as offering a more sustainable menu and offering low-waste foods that repurpose food scraps and feature less packaging.

FROM OUTDOOR CATERING TO VIRTUAL CATERING TRENDS

Doors are open for business, and it's an exciting time to extend and offer catering services, because consumers are eating in more ways and in more environments. Some consumers still prefer the safety provided in open outdoor spaces, and some consumers still prefer the comfort of their own homes. More and more business is done remotely and a luncheon can happen from a chair around each of our dining room tables. Almost 50% of consumers planning a catering event in the near future are staging the event outside.¹ To feed these consumers, operators can take their catering offerings on-the-go in a stylish food truck. At the other end of the equation, 33% of consumers are planning to host an upcoming catering event at their house.¹ To meet consumers where they are when they're at home, operators can continue to offer delivery options and meal kits. For operators looking to provide consumers real fun with their food, virtual cooking classes with prepared meal kits are still gaining in popularity as consumers reconnect with the world.

MORE OF THE IMMEDIATE FUTURE

Offices are reopening their doors, too. People everywhere have contained their excitement for quite a while—not only to socialize, but to work together again. Nearly 72% of consumers are planning to hold an in-person event sometime in the near future. And 50% of those consumers plan to have that event catered.¹ The moment is here for operators to showcase their menus and their services. Thirty-nine percent of upcoming catering events will host between 1–20 guests, and 32% of upcoming catering events will host as many as 50 guests.¹ If that sounds like a party, it's because it could be. Soon, offices will begin planning their holiday parties and hoping to make up for lost time. The celebrating in catering is just about to begin again.

Pent-Up Demand for Holiday Celebrations & Catering

People are ready to get back to gathering with friends and family.

With the holidays quickly approaching, operators should prepare to cater and celebrate the season.

55%

of consumers say they'll **begin celebrating normally** or on a larger scale as soon as possible³

85%

of consumers are expecting a **return to normal celebrations** for this holiday season³

53%

of consumers are excited to **see friends and family** after a year apart and to have a reason to celebrate³



TOP PACKAGING TRENDS IN 2021



FEEL-GOOD PACKAGING

The pandemic highlighted packaging's role in food safety, convenience and experience. As well as its capacity to develop a connection to nostalgic brands, indulgent treats and comfort foods.⁴

OUR RECOMMENDATION



Sabert Clear Pop Top Round Bowl & Clear Flat Hinged Lid, 32 oz.



HEALTH AND WELLNESS

Packaging will continue to play an important role in providing health and nutrition information to consumers⁴ and provide the opportunity for consumers to better monitor their diets with applications like snack-sized packaging.

OUR RECOMMENDATION



Sabert Clear Two-Compartment Medium Snack Box, 18 oz.



REDUCING CARBON FOOTPRINTS

Packaging's carbon footprint is increasingly relevant as the key indicator of environmental sustainability.²

OUR RECOMMENDATION



Sabert 10" Black PP Serving Fork and Spoon



MORE FIBER IN PACKAGING

Fiber-based solutions are growing in sophistication and availability as viable alternatives to single-use plastics.²

OUR RECOMMENDATION



Sabert Three-Compartment Square Pulp Container, 32 oz.



REUSABLE SOLUTIONS

To create a zero-waste world, reusable packaging continues to grow in application and in ease of scalability.²

OUR RECOMMENDATION



Sabert 9" x 9" Clear Three-Compartment Hinged Square Container

OUR Philosophy

At Sabert, our commitment to the environment is a fundamental part of our business. This commitment spans far beyond recyclable or compostable product lines. It impacts our entire business model—from new product development to ongoing modification and product improvements.

50%

of our sales
come from

SUSTAINABLE PRODUCTS

¹ <https://tripleseat.com/blog/with-71-7-of-americans-planning-in-person-events-in-2021-restaurants-and-venues-need-to-prepare-for-bookings-to-heat-up/>

² <https://www.packaginginsights.com/news/top-packaging-trends-2021-home-delivery-haven-and-the-carbon-catalyst-dominate-covid-19-age.html>

³ Numerator. (n.d.). 2021 Holiday Consumer Intentions (Q2, 2021 ed.)

⁴ Mintel. (n.d.). Food Packaging Trends (2021 ed.)

At Home With Out of Home Catering

NEW!



Kraft Catering Squares

85201N | 35/cs
85301N | 35/cs

Square Solutions

- Durable & transportation safe
- Presentation ready
- Branding opportunity

Made From
Recycled Material



Functional



Recyclable



Kraft Soup-N-Serve™

9015N | 30 sets/cs
9690N | 15 sets/cs

Soup-er Solutions

- Durable & transportation safe
- Presentation ready
- Branding opportunity
- Made from recycled content

Durable



Functional



Recyclable



When people were encouraged to quarantine, they got inspired to do more house renovations and are now ready to host social parties at home. After months of isolation and with restrictions being lifted, people are looking forward to getting back to normal. As expected, more social events are popping up on calendars. 46% of people are very excited to host and entertain guests in their home, and those planning to host get-togethers at home rose 25% compared to pre-pandemic¹.

As home-owners prepare for gatherings, they are eager to entertain and welcome family and friends back into their homes to celebrate. As an operator, it is key to offer a variety of family-style and catering sized meals that consumers can serve while entertaining. It is essential to create an out-of-house restaurant quality experience to be enjoyed at home. Utilizing packaging that withstands delivery, maintains food quality, offers convenient clean-up and features good aesthetics for serving are of the utmost importance to at home entertaining.



79%

of people say their first post-pandemic party will be at someone's home, rather than a restaurant or other venue¹

Kraft Beverage on the Move®

74210 | 30/cs

7175N | 25/cs

Boxed Beverages

- Low cost promotional tool (branding)
- Superior construction & operational ease
- Ships & stores flat
- Suitable for hot or cold beverages
- Ideal for multi-portion sales



Functional



Recyclable

Presentation Ready



Kraft Tamper-Evident Lunch Box

150283 | 50/cs

Defensible Delivery

- Tamper-evident design ensures optimal food safety
- Durable & transportation safe
- Presentation ready
- Branding opportunity



Tamper-Evident



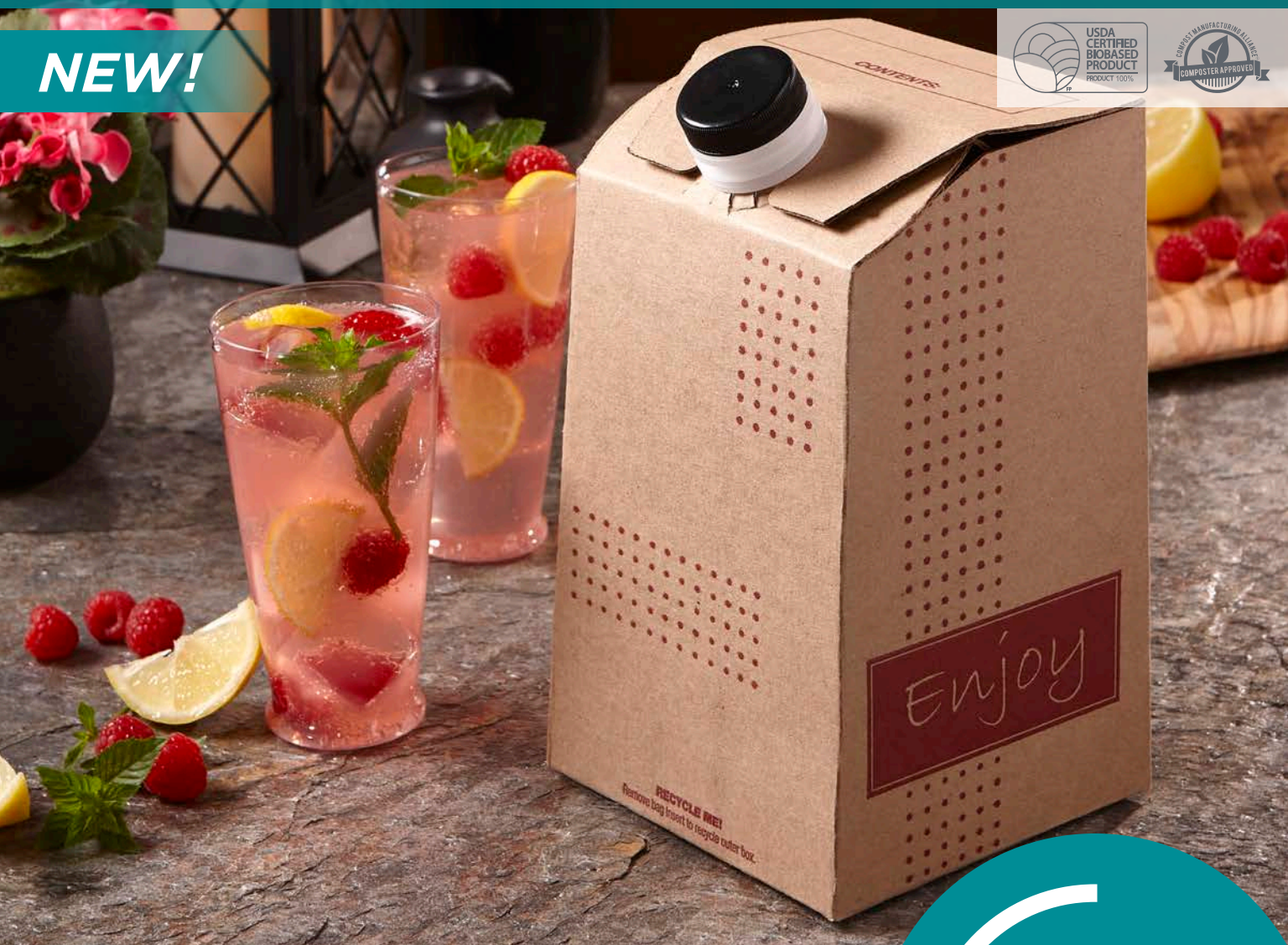
Recyclable

Made From Recycled Material



Micro-Events, Mini-Monies & Make-Up Milestones

NEW!



Kraft 64 oz. Beverage on the Move®

74210 | 30/cs

Boxed Beverages

- Low cost promotional tool (branding)
- Superior construction & operational ease
- Ships & stores flat
- Suitable for hot or cold beverages
- Ideal for multi-portion sales



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Micro-events are events that have a small guest count to follow safety guidelines. This trend started due to venues limiting the number of people they could host. As people continued to host with these restrictions, these smaller events allowed for a more intimate experience. People can personalize their event to each guest and these micro-events help alleviate the stress of planning a large-scale event.

For those hosts that would prefer a larger scale event, they may consider hosting a “make-up” milestone. This trend is all about hosting a larger event to ‘make-up’ for a missed milestone such as birthdays,

anniversaries, etc. that they could not celebrate due to gathering restrictions. Virtual events are also a great alternative to cancellations. As we settle into our new normal of virtual events, there is a want for more interactive entertainment. Delivering meals, drinks, gifts or games to your guest’s homes is a great way to enhance your event and offer a more personal experience to your virtual event.

Operators should be prepared to cater everything from small-scale to larger events in the future whether they are in-person or virtual.



Round Plates with Silver Rim

- 6IMP144S | 144/cs
- 7IMP144S | 144/cs
- 9IMP144S | 144/cs
- 10IMP144S | 144/cs

Pretty Presentation

- Simple, elegant and versatile plates set a tabletop designed for any occasion
- Emulates permanent ware while offering the convenience of being disposable
- Silver rim plates offer balanced style for formal or casual entertaining



Kosher

Presentation Ready



Durable



Kraft Coffee Sleeves

- 6106 | 1200/cs
- 64301 | 1200/cs
- 63000 | 1200/cs
- 65000 | 1200/cs

Comfortable Clutches

- Low cost promotional tool (branding)
- Superior construction & operational ease
- Ships & stores flat
- Suitable for hot or cold beverages



Functional



Sustainable



Recyclable

Comfort Foods Out of the Comfort Zone

COMING SOON



Kraft Pizza Clamshell

55722 | 184/cs

Serving Slices

- Constructed and designed for the perfect slice of pizza
- Superior presentation for premium menu items
- Wicks moisture while maintaining Insulation
- Optional push-in vents for hot and cold foods
- Suitable for direct food contact



Secure
Locking Lids

Presentation
Ready



Recyclable



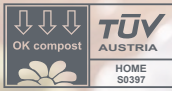
80%

of operators are most interested in disposables/ take-out packaging in terms of menu innovation/ investment⁴

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Comfort foods continue to take center stage in terms of menu development. This culinary trend incorporates nostalgic flavors, scents and textures that are usually indulged as a form of reward. According to Technomic, nearly half of restaurants are reportedly having success by shifting to more comfort foods³. What that means as it translates to menu planning is looking at choices enjoyed fondly during childhood that are equally appealing to adults. As patrons return to restaurants, they are consoling themselves with classics such as pizza, mac & cheese, burgers and fried chicken. In addition, young adult diners lean towards less-traditional and

more global comfort foods such as ramen and tacos. Looking forward, our definition of comfort foods will expand. These “new” comfort foods will introduce global flavors, new brands, and healthier options while being comfortable and familiar to make consumers feel better. Consumers are exploring the menu a little outside of their comfort zone but still want what they know and love. To many consumers, being different is more compelling than being better. With these new innovative foods, operators are looking to invest in packaging that supports this image.



NEW!



Pulp Taco Trays

47090030D300 | 300/cs

Taco-about Take-Out

- 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

Kraft Clamshells

55020		400/cs	55620		100/cs
55120		200/cs	55320		420/cs
55220		200/cs	55420		190/cs

Corrugated Carry-Out

- Superior presentation for premium menu items
- Wicks moisture while maintaining Insulation
- Optional push-in vents make package suitable for a variety of menu items
- Suitable for direct food contact

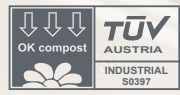
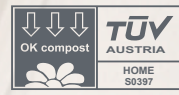


Plant Based Evolution And Innovation

NEW!



**COMPOSTABLE
IN INDUSTRIAL FACILITIES**
Check locally, as these do not exist in many communities. CERT # 10928471

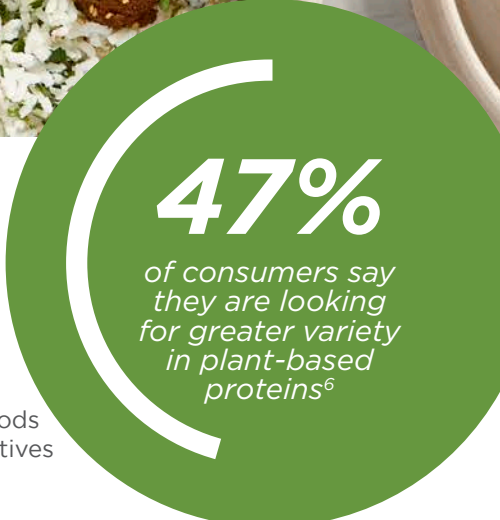


Pulp Lids

- 51901F300PULP | 300/cs
- 51601F300PULP | 300/cs
- 51932DA300PULP | 300/cs

All-In-One Compostability

- Splash resistance plug lock provides security for a safe and mess-free delivery
- One lid per family of bases optimizes back of house preparation and delivery
- Plant-based and PFAS-free formulation is safe for wide variety of hot and cold foods
- Messaging directs proper disposal promoting zero waste and food recovery initiatives



Suitable For Hot and Cold Foods



Durable



Secure Lid Fit

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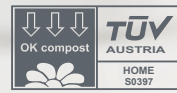
Consumers are increasingly adding plant-based alternatives to their daily routines. Even in the past year, the retail plant-based food market grew 27%, nearly double the total retail food market. More consumers are experimenting with new foods while also being concerned about their health and their impact on the environment. Therefore, more consumers had turned towards plant-based eating. 28% of consumers are eating more plant-based alternatives, especially due to recent events⁵.

In the past, plant-based beef has dominated the market but with more and more consumers switching to plant-based options, innovation is beginning to expand. New

innovation in this market is leading to more plant-based “meat snacks” like jerky, bacon, chicken and seafood. As consumers are continuously incorporating these into their daily meals, they are looking for operators to adopt more trendy plant-based options. As consumers keep sustainability top of mind with their food choices, they also expect restaurants to do the same. Utilizing packaging that can hold hot or cold foods and offers a sustainable solution, operators can easily extend their trendy plant-based menu to include new and trendy packaging. The combination of a plant-based meal with sustainable packaging will highlight the quality and transparency behind their meal.



COMPOSTABLE
IN INDUSTRIAL FACILITIES
Check locally, as these do not exist in many communities. CERT # 10526471



Pulp 27 oz. Oval Bowls

4409270D300 | 300/cs

5497SV300 | 300/cs



Sustainable Servings

- Single-serve oval pulp bowl ideal for hot and cold food applications
- Dual microwavable and oven-safe bowl allows for reheating to be fast and easy
- Natural pulp look highlights the importance of food
- Certified compostable

Dining In With Technology

COMING SOON



Kraft Snack Clamshells

55720 | 300/cs

Snack-size Servings

- Constructed and designed for smaller snack-size portions
- Superior presentation for premium menu items
- Wicks moisture while maintaining Insulation
- Optional push-in vents make package suitable for a variety of menu items
- Suitable for direct food contact



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More and more operators are investing in technologies to help with hygiene and sanitation, but they are also seeing financial benefit. Nearly half of consumers want to reserve their table, review menus, order, and pay through a mobile device⁷ which reduces restaurant labor and other costs. Mobile technologies have many benefits for operators to increase revenue. With the increased demand for making reservations, operators can turn dining tables over more quickly by using technology that allows customers to place orders when they make a reservation. Technology can also allow consumers to pay without having to wait

for their server and large parties can also manage payments to split checks among themselves. With the right technology, operators can turn every interaction into a transaction. It can improve loyalty offers based on the consumer's relationship with your brand and allows you to personalize your promotions. Technology can help deliver the right messages to the right customers at precisely the right moments. In addition to dining-in benefits, technology also offers a platform for placing take-out orders. Investing in technology can increase sales, both on and off premise. This makes it easy to cross-sell, upsell or promote specials.



Wrapped Silver Look Cutlery

CMWF1000 | 1,000/cs
 CMWK1000 | 1,000/cs
 CMWS1000 | 1,000/cs

Sanitary, Safe & Stylish

- Individually wrapped to ensure cutlery remains sanitary, even after handling
- Extra strength offers industry leading performance
- Silver coating with metallic finish can upgrade any dining occasion



Kraft Food Trays

9859 | 200/cs
 99817 | 100/cs

Trustworthy Trays

- Space-saving, nested design & drive-thru compatible
- Recyclable
- Suitable for direct food contact
- Printable



Direct Delivery Leads to Loyalty

NEW!



Kraft Tamper-Evident Lunch Boxes

150284 | 100/cs

Defensible Delivery

- Tamper-evident design ensures optimal food safety
- Durable & transportation safe
- Presentation ready
- Branding opportunity



Durable



Recyclable



Made From
Recycled Material



Tamper-Evident

66%

of consumers would prefer to order takeout directly from a restaurant's website or app⁸

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Customers clearly indicate that their loyalties lie with the restaurant itself rather than with delivery app providers. Third party apps do offer one main benefit in that they attract and bring in new customers. However, there is a shift occurring where consumers are ordering directly on the restaurant's website or app more often. Operators should take advantage of this opportunity by investing in their own take-out platform. This enables customers to show support for local businesses and there is a clear preference for direct ordering once customers become

'regulars'. Consumers who order directly from the restaurant tend to be more satisfied overall and more likely to order from that restaurant again.

In order to maintain this consumer preference, a recent Technomic survey revealed that 72% of operators indicated that takeout will continue to be an ongoing investment; 44% said the same about pickup/curbside, and 42% said the same about meal kits. Investing in the 'to-go' experience with packaging that delivers food in a quality presentation will continue to increase customer loyalty.



Clear Single-Serve Bowls

12008A500 | 500/cs

12016A500 | 500/cs

12018T300 | 300/cs

12024T300 | 300/cs

12032T300 | 300/cs

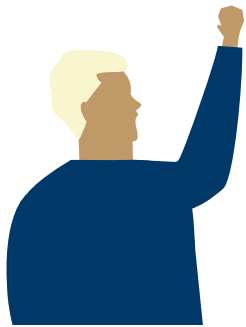


Crystal Clear Containers

- Snap tight lids for no spill handling and secure transport
- Superior aesthetics designed for merchandising and retail appeal
- Crack and crush resistant

POPULAR OPINIONS RELATED TO

SUSTAINABLE PACKAGING



GREEN WITH EXCITEMENT

“ I’M READY FOR MORE ”

Consumers are willing to pay more for green packaging, and they would buy additional sustainably packaged products if more were available—and if more were better labeled.⁴



SEEKING SOLUTIONS

“ I’M LOOKING FOR RECYCLABLE PACKAGING AND SUBSTITUTE SOLUTIONS ”

Consumers are almost equally interested in recyclable and recycled plastic packaging and in fiber-based substitutes.⁴



SHARING THEIR MINDFULNESS

“ I’VE GOT QUITE A FEW CONCERNS ”

More than half of consumers are highly concerned about the environmental impact of packaging. They worry about a wide range of issues and not one single factor, such as water pollution, deforestation, marine litter and climate change.⁴



SAFETY FIRST

“ CAN IT BE SAFE AND SUSTAINABLE? ”

The crisis created by the pandemic significantly heightened consumer sensitivity to hygiene and food safety. Consumers want future sustainable packaging to follow this preference.⁴

WHAT THAT MEANS FOR PACKAGING



It will be necessary to use clear labeling and recyclable and compostable messaging on products to help consumers see and understand the sustainability narrative.⁴



There are many packaging options available with different features and sustainability benefits. To take proactive measures, operators should understand how their consumers are using and disposing of their packaging to help drive decision-making on product selection.⁴



Sustainable packaging solutions should take a holistic approach as opposed to focusing on one thing.⁴



Sustainability needs to be redefined to include hygiene concerns. Packaging that combines sustainability and hygiene with additional consumer considerations such as costs, performance, and convenience are more likely gain popular favor.⁴



62% of US consumers recognize paper’s exceptional recyclability⁵

TOP 3 MOST IMPORTANT SUSTAINABILITY CREDENTIALS ACCORDING TO CONSUMERS⁵

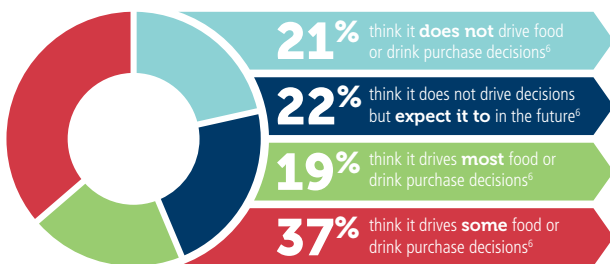
- 1) RECYCLABILITY 49%**
- 2) REUSABILITY 44%**
- 3) RECYCLED MATERIAL USE 35%**



OPPORTUNITIES AND CHALLENGES FOR THE FUTURE

MARKETING ENVIRONMENTAL RESPONSIBILITY

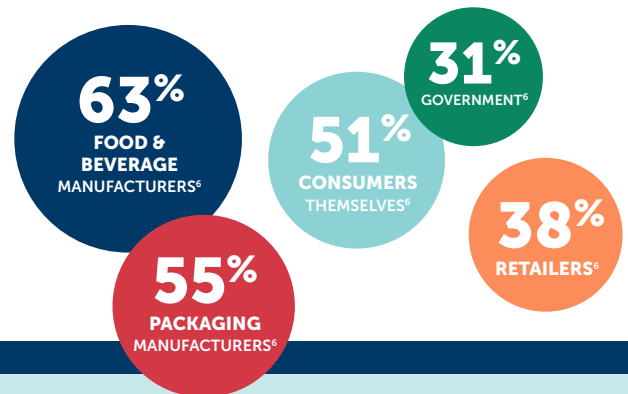
Suppliers and retailers will need to develop environmentally friendly food production and packaging and incorporate this into their marketing.⁶



Shopper perceptions of environmental responsibility

CONSUMERS BELIEVE ENVIRONMENT IS INDUSTRY'S RESPONSIBILITY

Most consumers think a range of players share responsibility for environmentally friendly choices



YOUNGER SHOPPERS ARE WILLING TO PAY MORE

Both Millennials and older generations are more likely to agree that environmentally responsible packaging costs more. However, Millennials are more likely to associate this with high quality. And they're ready to pay for it.

ENVIRONMENTALLY RESPONSIBLE PACKAGING COSTS MORE⁶

GEN X (OR OLDER)	34%
MILLENNIALS	33%
GEN Z	24%

ENVIRONMENTALLY RESPONSIBLE PACKAGING IS A SIGN OF HIGHER PRODUCT QUALITY⁶

GEN X (OR OLDER)	18%
MILLENNIALS	32%
GEN Z	26%

⁴ <https://www.mckinsey.com/industries/paper-forest-products-and-packaging/our-insights/sustainability-in-packaging-inside-the-minds-of-us-consumers>.

⁵ Innova Market Insights 2021

⁶ Mintel. (n.d.). Food Packaging Trends (2021 ed.).



THINK STRONG

87% of consumers think durable packaging is important⁹



THINK QUALITY

69% of consumers stated that food packaging and food labels were important when purchasing food products at a grocery store¹⁰



THINK FRESH

55% of consumers were more concerned about food safety since the pandemic¹¹



THINK GREEN

56% of consumers report that environmental responsibility drives some of their purchasing decisions⁹



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



1 - ButcherBox's online survey - Americans Want To Host Dinner At Home, More Than Ever - April 21, 2021
 2 - The Knot - COVID Pulse Study - March-Dec 2020
 3 - Technomic - Technomic's Take: COVID-19, The Foodservice View - June, 2020
 4 - Kinetic 12 - Emergence Report - Q1, 2021
 5 - Fona International "2021 Trend Insight: The Opportunity in Plant-Based" - 2021
 6 - Innova Flavors Communications - Top 10 Trends of 2021: A Plant-Forward Future - February 26, 2021
 7 - Appetize - Contactless Technology Survey - November 11, 2020
 8 - Oracle - Restaurant Scene 2021: Consumer Trends - 2021
 9 - Mintel - Food Packaging Trends - June, 2021
 10 - Shorr - The 2020 Food Packaging & Consumer Behavior Report
 11 - Wiley - Food Packaging During The Covid-19 Pandemic: Consumer Perceptions - March 13, 2021