

# SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

## RESPONSIBLE FOOD PACKAGING: ACHIEVING SUSTAINABILITY

*BUILDING SUSTAINABLE OPERATIONS TO BOOST SALES*



# INSIGHTS

The last year has marked a global turning point on elevating the importance of the role single-use packaging plays in protecting our environment. Many companies have made pledges to reduce, reuse and recover plastic packaging with ambitious commitment dates. This, along with legislation banning certain types of packaging, is fueling the need to dive deep into understanding what is meant by sustainable packaging. Traditionally, sustainable packaging meant packaging that may be composted, recycled or reused. At Sabert our focus has always been on developing packaging technologies that allow for all of the latter while providing overall reduction of waste and the highest standard of food safety. We are looking for ways to implement closed loop systems for all of our products that allow consumers to recycle our packaging while also enabling us to incorporate recycled materials back into our processing, diverting waste that would otherwise go to a landfill.

This urgent demand and focus on sustainable packaging is driven by end consumers. While sustainability has become more and more important to consumers, research shows there is still a significant amount of confusion surrounding sustainability practices and recycling myths and facts. After conducting a proprietary sustainability packaging survey, we found that 41% of consumers are confused by recycling symbols - which is something that can easily be fixed through better product labeling. Understanding consumers' perceptions about important topics within sustainable packaging and food waste reduction is the first step in providing our customers, and yours, with the ideal food packaging solution for their needs.

In this issue, our Marketing team unlocks crucial insights about how operators can build sustainable operations to minimize their carbon footprint while maximizing consumer satisfaction. Whether your brand's goal is to appeal to "environmental embracers" through the use of plant-based packaging or "conveniently conscious" consumers who still want to minimize their environmental impact without compromising convenience, Sabert has solutions tailored to help fit these needs.

We invite you inside to discover how you can offer programs that balance sustainability and versatility enabling you to fulfill your customers' high expectations. At Sabert, our mission has always been to enhance and advance the way people enjoy food by providing innovative and sustainable solutions. It gives us great pride to be able to provide customers with the peace of mind that comes with responsible food packaging while still maximizing convenience and food safety.

KATHY DEIGNAN  
Senior Vice President, Sales & Marketing



*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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# Environmental Responsibility

With food waste reduction, local sourcing and environmental sustainability being top menu trends, today's consumers are more knowledgeable about sustainability than any previous generation. Many consumers are increasingly interested in learning about a restaurant's environmental efforts and the most effective way to convey your efforts is to include the information on the menus, post it on your website or share it on your social media pages. The use of energy-efficient lighting

and water-saving innovations are easy ways for operators to increase sustainable business practices. Many operators are sourcing packaging and supplies made with materials that have a smaller environmental footprint, such as recycled or compostable materials. Although consumers feel they understand terms related to environmental responsibility there is confusion that exists around commonly used terms such as "compostable".



When considering your sustainability efforts, it is important to know who your consumers are and what important factors drive their needs. When it comes to sustainability, most consumers fall into 1 of 3 categories:



## Unconcerned

Those who are unconcerned rarely participate in environmentally responsible activities and are much less concerned about the environment. They do not consider the environmental impact when making decisions. They typically do not consider themselves to be foodies.

## Biodegradable

“Biodegradable” means that a product will break down into carbon dioxide, water and biomass (fuel developed from organic materials) within a reasonable amount of time in a natural environment. The term ‘biodegradable’ has no legal regulations therefore the term can be used loosely by some manufacturers.

## Compostable

“Compostable” products are biodegradable, but with an added benefit of breaking down to release valuable nutrients into the soil, aiding the growth of trees and plants. These products must degrade within several months in an industrial composting facility and produce no toxic residues.

## Recyclable

“Recyclable” is defined as products that can be recovered from the waste stream and converted into new raw materials to be used in the creation of new products or parts.

## Made From Recycled Materials

“Made From Recycled Materials” are products whose content is made from industrial or post-consumer recycled materials that were recovered from a waste stream.



## Conveniently Conscious

Conveniently Conscious people will participate in environmentally responsible activities but do not go out of their way to do so.

This group is least likely to participate if it requires a significant behavior change. Lack of participation is typically driven by inconvenience and lack of interest.

## Environment Embracers

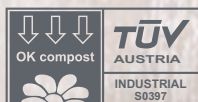
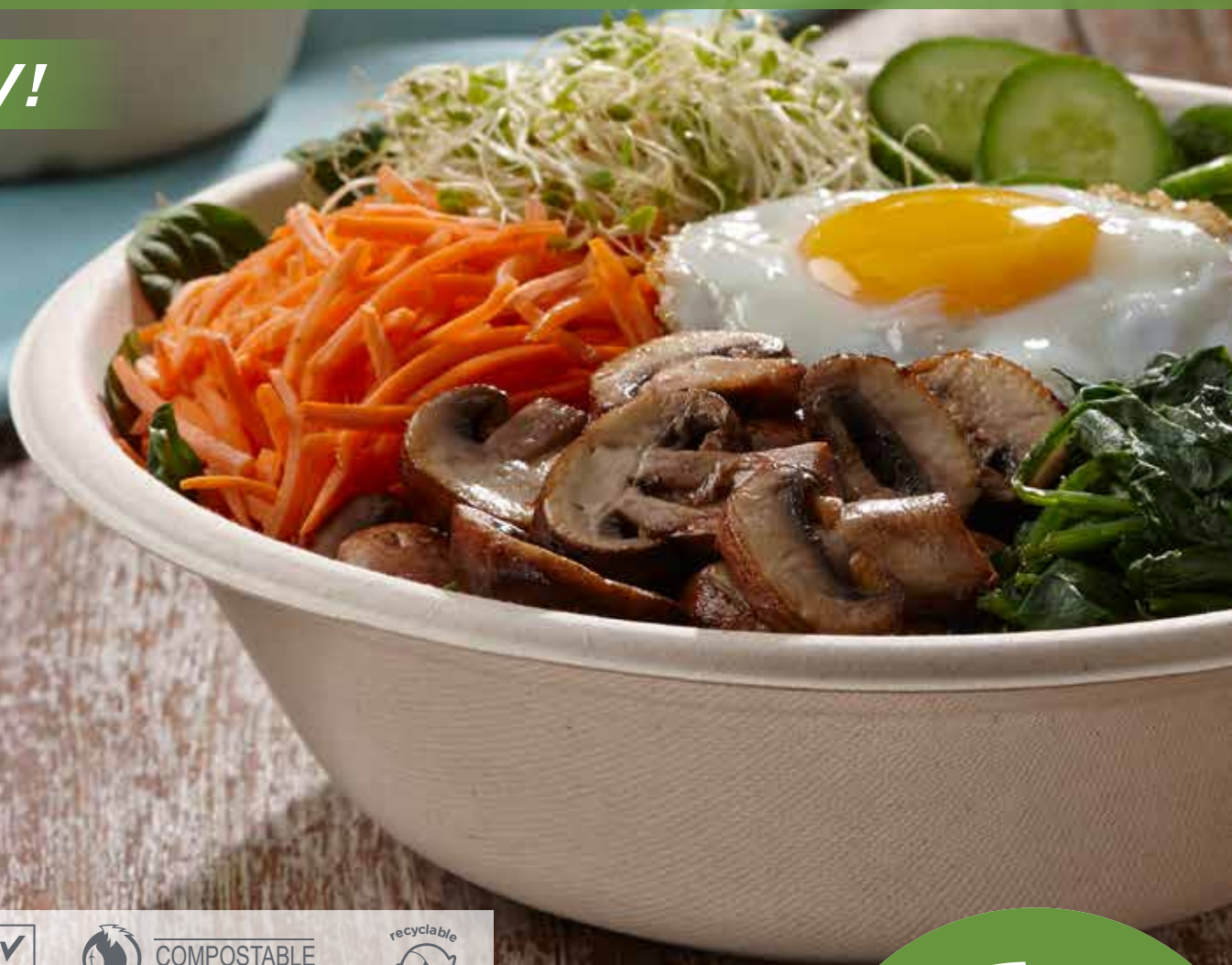
Environment Embracers make up about a third of the population and are extremely concerned about the environment. They will go out of their way to participate in environmentally responsible activities.

This group is more likely to exclude meat from their diet and consider themselves to be foodies.



# Sustainable Practices to Advance Business

**NEW!**



**COMPOSTABLE  
IN INDUSTRIAL FACILITIES**  
Check locally, as these do not exist in many communities. CERT # 10529471



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

passes WMU standard  
www.wmich.edu/pilotplants

## 64 oz. Pulp Round Bowl & PP Lid

sku# 41100640D100 | 100/cs  
5211110D100 | 100/cs

### Sustainable Servings

- Large ounce capacity perfect for family style dining or shared meals
- Temperature tested for use with hot or cold food applications
- PP lids helps prevent spills for a mess-free delivery or take-out experience
- Natural pulp look highlights the importance of food quality & sustainability



Nearly  
**HALF**  
of consumers think  
environmentally  
friendly packaging  
is important!

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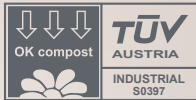


As consumers aim to incorporate more environmentally responsible practices into their lives, they have begun to expect the same from the companies they buy from, including restaurants and supermarkets. From compostable straws to upcycled food scraps, consumers depend on operators to draw on environmentally friendly business practices.

While consumers are looking for guidance on ways to be more environmentally responsible, operators are realizing their impact and role they can play as partners and educators in environmental and social responsibilities. Operators have an

opportunity to become a guiding force that can enable consumers to feel good about the decisions they make, including where they get their lunch and what type of packaging it comes in.

As operators adopt more environmentally friendly practices, sustainability will become the new normal and operators will need to take more innovative steps to differentiate themselves. By offering plant-based compostable packaging to their dine-in, take-out & delivery customers, operators can make their brand stand out, showing customers they care about using sustainable packaging.



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



## Pulp All-in-One Taco Tray

sku# 47090030D300 | 300/cs  
51601F300PP | 300/cs



### Take-Out Tacos

- Divided wall container holds up to three tacos keeping them safe and secure during delivery
- Vented and domed PP lid helps to 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



# Save More, Waste Less Reduce your Foodprint



## 64 oz. Deep Four Compartment Round Produce Tray

sku# C131104 | 100/cs

### Convenient Compartments

- Compartmented tray is great for party trays, appetizers and snacks
- Center Compartment is perfect for dips, toppings & dressings
- Stackable & film sealable makes prep, transit and storage safe and easy
- Crystal clear PET is ideal to show freshness

**55%**

*of consumers believe that reducing food waste is an important factor when choosing a restaurant<sup>2</sup>*



Compartmented



Clear Lids to Show Freshness



Refrigerator/Freezer Friendly



Recyclable

*This publication is printed on recycled paper.*



Operators are more aware of their environmental footprint and are working towards minimizing food waste. This has become a high priority for operators and there are multiple solutions, such as composting food, which helps keep food out of the landfills. Taking steps towards sustainability can even help to reduce hunger with donations of edible leftover to charities. About half of operators track the amount of food waste their restaurant generates.<sup>1</sup> Most of which track their food waste on a daily

basis. This can help to save on food costs by allowing operators to purchase the accurate amount of food that they need to run their businesses.

Operators are looking at sustainable practices from eco-friendly packaging to proper product disposal. Compartmented food packaging can play a big role in helping to diminish food waste as it helps to maintain food integrity by reducing food migration and limits the need to use multiple containers for takeout orders.



### 35 oz. SureStrip® Four-Compartment Container & Tamper Resistant Lid

sku# 19804TRG2 | 260/cs  
5980TRG2 | 260/cs

#### Superior Safety

- Tamper-resistant lids keep foods fresh and safe
- Great for party trays, appetizers and snacks
- Crystal Clear PET ideal to show freshness
- Compartments can reduce the number of containers needed
- Compartments prevent food migration

### 20 oz. SureStrip® Two-Compartment Container & Tamper Resistant Lid

sku# 17622TR | 390/cs  
5760TR | 390/cs

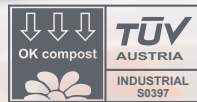
#### Clear Choice

- 2-Comp Tray Perfect for Chips with Dip or Sandwiches with a Side
- Tamper-Resistant Lids Keep Foods Fresh and Safe
- Crystal Clear PET ideal to show freshness
- Compartments can reduce the number of containers needed
- Compartments prevent food migration



# Fast Days, Fine Nights

**NEW!**



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



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

passes WMU standard  
[www.wmich.edu/pilotplants](http://www.wmich.edu/pilotplants)

*PP Lid also fits 24 & 48 oz.  
Pulp Round Bowls*

## 32 oz. Pulp Round Bowl & PP Lid

sku# 49032D300 | 300/cs

5211090D300 | 300/cs

### Lifestyle Bowls

- Single-serve round pulp bowl ideal for hot and cold bowl concepts
- Dual microwaveable and oven-able 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
- Natural pulp look highlights the importance of food



Microwaveable



Secure  
Locking Lids



Functional

# 56%

*of consumers say  
they have or would  
order multiple lunches  
or dinners to try all  
the must-have  
dishes<sup>3</sup>*

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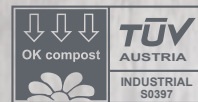


Flex-casual is defying the restaurant industry as it combines two concepts, fast casual and casual dining. These spots transform depending on the daypart as customers' desire a different service models – fast-paced, quick counter service during lunch and a more relaxed, slower dining experience during dinner often at the same price point. This new dining category allows the restaurant industry to keep up with the busy, budget-aware consumer demands. Restaurants are cross-referencing menu items so all ingredients have a dual purpose for both lunch and dinner menus. Most menu items served during the day will probably show up again in the evening, as to not

overwhelm the kitchen. This allows for back of house efficiency and the possibility to produce less food waste as unused food has the opportunity to be used later in the day. By providing consistency with the restaurants different dayparts, the customer knows what to expect during any part of the day.

The stylish and modern look of compostable packaging accommodates the needs for both fast casual as well as casual dining. This new trend is all about meeting two demands in one concept and natural fiber packaging not only offers versatility from day to night but also offers responsible and sustainable packaging at the same time.

**NEW!**



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

### Compostable Cutlery

- sku# CWCF1000 | 1,000/cs
- CWCK1000 | 1,000/cs
- CWCS1000 | 1,000/cs

#### Embrace the Environment

- New compostable cutlery line features high performance, sustainable items made from plant-based CPLA material
- Designed for maximum performance with heat tolerance up to 185°F
- Developed to fit the latest menu trends with a contemporary and clean look
- BPI certified industrial compostable

### 10" Pulp Square Plate

- sku# 49210F300N | 300/cs

#### Compostable Centerplate

- Round-out your sustainable event with maximum convenience and quality
- Our pulp products are plant-based and are both home & Industrial compostable and recyclable, certified by BPI and TUV Austria
- Temperature tested for and hot and cold plated dishes
- Durable design can withstand heavy plated foods





# Navigating the Shift to Online Ordering



## 32 oz. PP Round Bowl

sku# 77032B300 | 300/cs

### Beneficial Bowls

- Microwave- safe PP containers make reheating fast and easy
- Vented and splash resistant lids work great for delivery
- Fully recyclable base and lid make clean up quick and easy



Grab N' Go



Microwaveable



Durable



Recyclable

More than  
**HALF**

*of consumers would  
be willing to pay  
extra for food  
packaging that  
ensures food  
quality<sup>4</sup>*

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The option to offer to-go is no longer a question - the question for operators is now how to navigate the shift. As busy lifestyles become the standard for consumers, restaurants need to offer the ability to deliver straight to their door as this is a key factor for consumers when deciding where to use ones dining dollars. Restaurants should leverage the convenience of online delivery and carry out in marketing to remind consumers how these options fit their lifestyle needs. The majority of consumers still pick up the phone to order delivery or take-out but the predominately young, urban consumers drive third party delivery company usage.

Third party delivery company users have a tendency to order twice a week or more which means that operators have the opportunity to build repeat customers by using these services. While forming strategic third party partnerships, restaurants should also invest in their own ordering platforms to simplify the digital ordering process to boost incremental sales among consumers across all generations. The need for convenience in delivery does not imply that consumers are willing to sacrifice quality. Food packaging that maintains the integrity of the food will improve the value of delivery and increase sales.



**32 oz. PET Single-Serve Bowl**  
sku# 12032T300 | 300/cs

**Role of the Bowl**

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

**Black 52 oz. 9" x 9" Square Container**  
sku# 99156DW200 | 150/cs

**Durable Delivery**

- Extra-strength ribbing securely holds heavy and hot foods throughout transportation
- Stackable design makes back-of-house prep and transit easier
- Recyclable packaging designed for any hot food culinary creation





# Seamless Ordering in More Ways than One

**NEW!**



## 14" & 16" Stackable Party Platters

sku# C78140050D25 & 76100040N50 | 25 & 50/cs  
C78160050D25 & 76120050N50 | 25 & 50/cs

### Stackable Servings

- Unique modular system provides a variety of different serving sizes and menu combinations
- Durable & stackable base and lid makes prep and delivery easy
- Extra strength ribbed PP platter base ideal for catering orders
- Perfect for cross-merchandising multiple food categories across all dayparts and cuisine types

**87%**

*of consumers believe  
the ease to place an  
order for delivery is  
important<sup>5</sup>*



Stackable



Compartmented



Premium Design

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With the convenience of modern technologies, consumers are shifting from wanting food fast to wanting high quality foods faster and easier. They want premium, fresh, healthy foods with the option of a multitude of speedy delivery options. While the younger consumers prefer to order online through the company's website, mobile app or third party services, phone orders are still prevalent. With the consumers now having even busier lifestyles, they need the ease of ordering anywhere at any time in whichever platform they prefer. Operators should be able to accommodate these demands without limiting their healthy menu options

or new food trends. Everyone is pressed for time and their expectations for quality and service are high since consumers are becoming accustomed to seamless ordering experiences.

There is a demand for premium, convenient food packaging that is designed for on-the-go upscale foods. Food packaging should maintain the integrity of the food while also showcasing the quality. Exceeding consumers' high expectations of convenience will make you stand out among the overabundance of on-demand options that allows consumers to order nearly anything for delivery.

**NEW!**



**Black 14" Square Deep Party Platter with Clear PP 2.5" Lid**  
C72141550D25PP | 25/cs

**Beat the Heat**

- Vented PP construction designed for hot food applications up to 240°F and helps control moisture during transit
- Durable and stackable base and lid makes back of house prep, transit and storage easy

**NEW!**



**PP Serving Utensils**  
sku# UBK72FPP | 72/cs  
UBK72SPP | 72/cs

**Serve with Style**

- Extra-strength and durable
- PP designed for hot food applications up to 240°F
- Easy to use ergonomic and natural grip



# Off Premise, Off Hours

**NEW!**



## 6" x 9" Two-Compartment Hinged Rectangle Take-Out Container

sku# H77090020F264 | 264/cs

### Time For A Break-away

- Dual, easy-open tabs are made for easy handling while locking lids prevent leaks
- Patented break-away™ lids tear away easily for table ready dining on-the-go
- Reheatable and refrigerator friendly features offer convenience and style
- Durable and stackable design makes prep, transit and storage safe and easy



Hinged



Break-away  
Feature



Microwaveable



Recyclable

**71%**

*of consumers  
dine out for  
four or more  
occasions in  
a week<sup>6</sup>*

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Operators have the opportunity to leverage the blurring of dayparts to drive incremental business through nontraditional meal times, especially as younger consumers expand interest in eating outside of the three main courses. Declining same store sales during traditional dayparts suggest opportunity lies in focusing on meals such as snack, dessert and late-night to reach new consumers and sustain revenue.

Consumers have busy, fast-paced lifestyles, creating a need for meals offered at hours that are convenient to them. Operators should offer easily transitional food options during these alternate parts of the day, giving

consumers the food they crave, whenever they want it most!

Creating an off-premise menu that meets consumers' desires from breakfast to happy hour through late-night, requires adaptable packaging that provides durability for different types of food. There should be flexibility in the food packaging to not only accommodate the different meal sizes, but also the ability to hold different meal types, now being offered throughout the day. Sturdy, stackable packaging that suits hot and cold temperatures, extends brand presentation and helps to maintain the total consumer off-premise experience.



## Square Hinged Take-Out Containers

sku# 1000051 | 148/cs

### Table Ready Take-out

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



Stackable



Microwaveable



Presentation Ready



Recyclable

# WHERE DOES IT GO?

landfill

**CH<sub>4</sub>**  
**METHANE GAS**  
**IS 21 TIMES**  
**MORE POWERFUL**  
than carbon  
dioxide<sup>7</sup>

**60%**  
**OF CONSUMERS**  
**ARE AWARE OF**  
**OVERFLOWING**  
**LANDFILLS**  
from excessive  
waste<sup>1</sup>

**RECYCLE OR**  
**COMPOST**  
**CONTAINERS**  
instead of  
throwing in the  
trash

composting

**82%**  
**OF CONSUMERS**  
**ARE WILLING**  
**TO PAY MORE**  
for compostable  
food packaging<sup>1</sup>

## Myth vs Fact

Landfill

Myth. Food packaging is overflowing landfills because of its high use and inability to break down.

Fact. Food packaging accounts for less than 2% of materials discarded in landfills by weight—while virtually no items have been designed to break down in a landfill.

## Myth vs Fact

Composting

Myth. Compostable food packaging doesn't actually compost—or there's no place to compost it.

Fact. Compostable food packaging made from paper and plant-based plastics do compost in compatible facilities. The industry is expanding the availability of compost facilities.



# recycling

**77%**  
**OF CONSUMERS**  
**ARE WILLING**  
**TO PAY MORE**  
for recyclable  
food packaging<sup>1</sup>

**60%**  
of consumers rank  
**WASTE**  
**REDUCTION**  
as a top priority<sup>1</sup>

# water

**FISHING NETS**  
**ACCOUNT FOR**  
**46% OF THE TRASH**  
in the great  
Pacific garbage  
patch<sup>7</sup>

## Myth vs Fact

Recycling

**Myth.** Recycled items need to be carefully sorted into separate bins.

**Fact.** Recycling is moving towards "single-stream" material recovery facilities which means all recycling is placed into the same bin, which saves on collection costs, and then sorted by machines at the facility. With this process, recycling rates are higher.

## Myth vs Fact

Water

**Myth.** Plastic straws are one of the most common items found on beaches.

**Fact.** True. In Ocean Conservancy's 2018 International Coastal Cleanup report, straws ranked #7 of items on beaches around the globe—about 3% of total trash found.



## OUR COMMITMENT TO SUSTAINABILITY

At Sabert, we believe that our commitment to the environment is a fundamental part of our core business philosophy -- that a more sustainable future helps our customers, our industry, our communities and our planet.

Across all of our facilities, partners, plants and people, we're putting our inventive culture to work to help find new ways to protect the environment, strengthen communities and drive responsible growth - every day.



**THINK GREEN**

82% of consumers are willing to pay more for compostable food packaging<sup>1</sup>



**THINK STRONG**

71% of consumers find compostable food packaging appealing for both hot and cold meals<sup>2</sup>



**THINK QUALITY**

21% of consumers believe establishments with compostable packaging serves high quality foods<sup>3</sup>



**THINK FRESH**

35% of consumers think food quality is diminished when it is delivered<sup>4</sup>



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



1 Datassentials Sustainability Messaging - November, 2018 Keynote Report  
 2 NRA - The State Of Restaurant Sustainability 2018 Edition  
 3 Zagat - 2018 Dining Trends Survey - January 2018  
 4 Mintel - Foodservice Online Ordering and Delivery - US, November 2018  
 5 Datassentials Food Service at Home - May 2017 Keynote Report  
 6 Mintel - Dining Out Dayparts - US, November 2018 Report  
 7 U.S. Department of Agriculture and Environment Protection Agency