

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

RESILIENT RESTAURANTS STEP UP TO THE CHALLENGE

Ideas to Accelerate and Adapt in the Foodservice Industry



INSIGHTS

The world's latest crisis, COVID-19, has irreversibly shifted businesses across all industries, and the foodservice industry is no exception. Physical distancing and associated lockdowns have forced consumers to dramatically change their behavior, creating a completely new reality for foodservice operators across the globe.

The Impact of the Pandemic

For many people 2020 will go down in history as the year everything stopped, but for the foodservice industry, 2020 will be remembered as the year everything rapidly changed. Operators were forced to pivot their business models to accommodate delivery and takeout nearly over night in order to survive. Supermarkets shifted their self-service areas to pre-packaged takeout and delivery areas in an effort to replace traditional salad bar revenue. Most importantly, across all segments within the foodservice industry, the consumer demand for food safety is at an all-time high with customers expecting operators to have safety precautions in place.

The Evolution of Foodservice

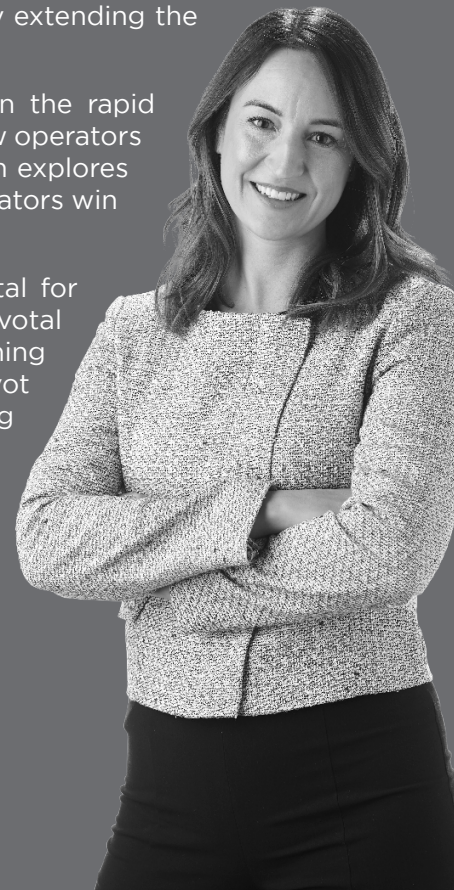

Despite the hardships it has faced, the foodservice industry has shown remarkable resilience, flexibility and determination in the face of quickly evolving consumer demands. According to recent data, current consumer behavior is expected to continue beyond the end of the pandemic with two-thirds of consumers admitting they prefer ordering take-out and delivery even after dine-in restrictions are lifted, citing safety concerns. Operators have realized that off-premise has become their best growth opportunity and are finding creative ways to feed their success by extending the on premise dining experience to their take-out and delivery programs.

In this Spring 2021 edition of Spotlight, our Marketing team reflects on the rapid evolution of the foodservice industry while providing crucial insights on how operators can satisfy the current increased consumer appetite for delivery. The team explores the latest industry trends while offering packaging solutions that help operators win in a world where off-premise is virtually the rule.

For operators, providing a consistent and reliable food experience is vital for recovery and continual success. Now, more than ever, packaging plays a pivotal role in ensuring operators deliver a safe, sustainable, and frustration-free dining experience. At Sabert, we are dedicated and helping our customers pivot quickly with the most important factor in mind: the consumer. Our packaging solutions are designed to fulfill rapidly evolving customer expectations. In fact, our 38-year tenure in the industry was built on a simple mission of enhancing and advancing the way people enjoy food by providing innovative, safe and sustainable solutions.

We invite you inside to dive into the insights from our latest research and uncover the solutions that will fuel your operation's success in this ever-evolving new normal.

LAUREN MIKOS
Vice President, Marketing and New Product Development



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**.

TABLE OF CONTENTS

SPRING 2021 ISSUE



5

Family Meals Make Families Stronger

With consumers pivoting away from having celebrations with larger groups, operators adjust their menu to include “family meal” bundles.



11

Drink Delivery Delivers Revenue

Restaurants are losing bar sales to packaged liquor and at-home consumption so operators need to find creative ways to get that business back.



7

Meal Kits 2.0: Just Heat & Eat

Consumers have grown tired of cooking so ready-made meals has the advantage of no preparation and little to no cooking.



13

Tactics to Regain Customers

Restaurants need to find a way to regain their customers and create that desired restaurant landscape.



9

Sanitation Shifts in Self Service

Self-serve food bars have felt a big impact of recent restrictions so they must re-invent themselves to stay profitable.



15

Top of Mind: Safety & Transparency

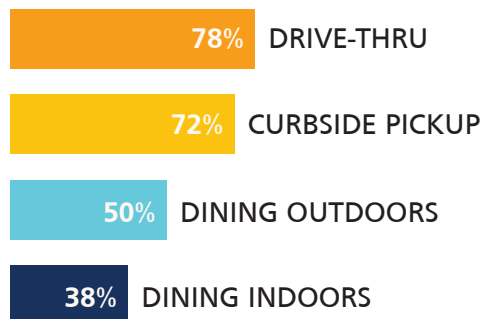
Now more than ever, safety and transparency are top of mind for consumers and they are expecting extra safety precautions.

FEEDING SUCCESS: WHAT'S WORKING IN THE NEW WORLD.

The foodservice industry has faced unprecedented challenges over the past several months, and with those challenges has come the need to adapt and innovate. While staying the course in terms of safety protocols for employees and customers is of paramount importance, so is finding creative solutions to appeal to customers evolving needs. According to a recent survey, 65% of respondents said they're tired of cooking at home, and 79% said they're craving something new.¹

While comfort foods are the biggest selling feature on most restaurant menus, boredom is setting in, so operators are trying something they call, "fusebiquity"?² Providing creative twists to customers' favorite items is one good way to vanquish "blah." Like many other restaurants, you can innovate and create new menu options, such as themed bundles, family meals, heat and serve meals and steak kits, to name just a few. While menu innovation is vitally important, appealing to a customer's palate isn't enough. You also need to appeal to their service preferences, both now and in the months and years to come.

HERE'S HOW DIFFERENT SERVICE OPTIONS STACK UP IN TERMS OF COMFORT AND SAFETY:³



According to a recent survey by the National Restaurant Association, 56% of restaurants anticipate off-premise will be a bigger part of their business, even after the current situation resolves itself.⁴ According to Technomic, about two-thirds of consumers who currently use curbside pickup say they'll continue doing so even if restrictions are lifted and they can dine inside.

To this point, establishing designated pick-up zones for customers can help maintain social distancing.

ENABLING TECHNOLOGY POWERS UP BUSINESS.

Between the surge in takeout and delivery during this past year, and the mandatory safety regulations for in-restaurant visits, it's not surprising that customer-facing technology has accelerated. When dining in, 46% of consumers want restaurants to provide online/mobile or kiosk/tabletop ordering capabilities, and 43% prefer kiosk/tabletop method of payment.⁵ In lieu of current circumstances, 25% of drive-thru consumers said limited or zero contact with restaurant staff is also important to them.⁶

With a 52% increase in delivery year over year,⁷ restaurants need to make the ordering process fast, easy and convenient. That's why restaurants need to have their own website with online ordering and a mobile app. Not only does it streamline service, you also own your

brand presence. There are two benefits to having your own website and mobile app: firstly, you will avoid the commission charged by third-party providers; and secondly, 70% of consumers say they'd rather order directly from a restaurant over third-party services.⁸

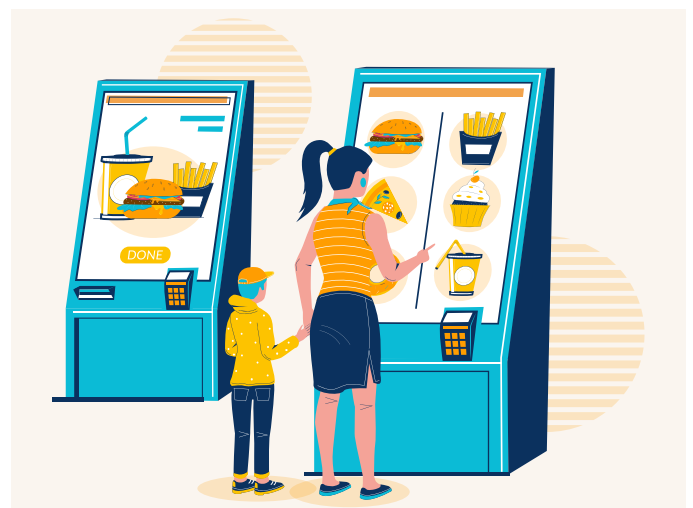
DELIVERY IS EXPANDING.

Necessity is the mother of invention, which is why deliveries are on the rise. Some restaurateurs who want to expand their delivery business are looking for additional ways to do so. One of them is ghost kitchens: the idea is to use existing kitchen space, either in the existing restaurant or in a virtual kitchen, to launch digital-only brands/menus designed for delivery apps. By May 2020, 51% of restaurants had turned to ghost kitchens for their delivery needs.⁹ Because of its flexibility, the ghost kitchen business model can apply to everything from small restaurants to established chains.

With 60% of restaurant orders already off premise¹⁰ and a 2020 industry report that claims that three out of four operators consider off-premise food their best growth opportunity,¹¹ it's not surprising that restaurants (or their subcontractors) are leasing ghost kitchen space that's set up for delivery-only business. It's estimated that ghost kitchens could create a \$1 trillion global market by 2030.¹²

VIRTUAL BRANDS SATISFY CONSUMERS' INCREASED APPETITE FOR DELIVERY.

As more consumers shift to digital channels, restaurants are serving up virtual brands via virtual kitchens.¹³ Another creative way to generate ancillary revenue is to produce a restaurant within a restaurant—a delivery-only virtual restaurant within your existing brick-and-mortar restaurant. With 52% of global consumers¹⁴ saying they're comfortable ordering from a delivery-only restaurant with no physical storefront, this is one more way to expand delivery options.



- <https://www.nrn.com/menu/datassential-founder-jack-li-tells-restaurateurs-create-exciting-food-bring-guests-back>
- <https://www.trycake.com/blog/restaurant-dining-trends-during-covid/>
- Ibid Thorn, Brett.
- <https://www.qsrmagazine.com/content/webinars#:~:text=According%20to%20a%20recent%20survey,after%20the%20Covid%2D19%20crisis>
- <https://www.restaurantbusinessonline.com/technology/tech-enhancing-restaurant-experience-consumers-or-it>
- <https://www.qsrmagazine.com/drive-thru/fueled-covid-restaurants-race-drive-thru>
- <https://www.forbes.com/sites/barbstuckey/2020/01/08/foodservice-restaurant-trends-driving-innovation-in-2020/>
- <https://upserve.com/restaurant-insider/online-ordering-statistics/>

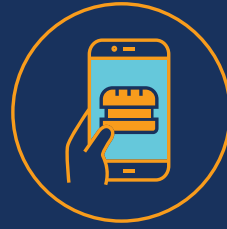
RESTAURANT SERVICE TRENDS ARE EVOLVING



78%
DRIVE-THRU¹⁶



72%
CURBSIDE
PICKUP¹⁷



70%
DIRECT
ORDER¹⁸



52%
DELIVERY
GROWTH¹⁹



51%
GHOST
KITCHENS²⁰



\$1 TRILLION
IN GHOST BIZ BY 2030²¹



52%
VIRTUAL
COMFORT LEVEL²²

SMART PACKAGING IS PARAMOUNT

74% of consumers expect delivery food quality to be the same as if they were eating in a restaurant.¹⁵ To meet those expectations, food must be packaged in a way that's pleasing to the eye, leak-proof, and that keeps hot foods hot, cold foods cold, crispy foods crispy and all food safe. A global leader in packaging, Sabert is consistently evolving their offerings to keep up with market needs while remaining cost-effective for the food-service industry. Sabert's products offer industry leading performance and are designed to enhance the experience of preparing, serving, seeing, transporting, buying and enjoying good food. It brings your food to life in a way that drives sales, satisfaction and loyalty. Sabert understands that sustainability is important which is why it is at the forefront of how every product is designed and manufactured.



SUSTAINABLE



RECYCLABLE



KEEPS COLD
FOODS COLD



KEEPS HOT
FOODS HOT



LEAK
RESISTANT



SECURE
LOCKING LIDS



PRESENTATION
READY



COMPOSTABLE
OPTIONS AVAILABLE



HINGED OPTIONS
AVAILABLE



9 <https://www.restaurantbusinessonline.com/technology/can-ghost-kitchens-bring-restaurants-back-life>
 10 <https://thespoon.tech/report-60-percent-of-restaurant-orders-are-now-off-premises/>
 11 <https://thespoon.tech/report-the-future-is-off-premises-for-most-restaurant-operators/>
 12 <https://www.washingtonpost.com/business/2020/09/17/virtual-ghost-kitchen-restaurants/>
 13 Ibid Relley, Laura.
 14 <https://www.restaurantdive.com/news/ghost-kitchens-global-market-euromonitor/581374/>
 15 <https://www.sabert.com/news/sabert-introduces-delivery-vs-dine-challenge>

16 Ibid Thorn, Brett.
 17 Ibid Thorn, Brett.
 18 Ibid Resendes, Stephanie.
 19 Ibid Stuckey, Barb.
 20 Ibid Guskowski, Joe.
 21 Ibid Relley, Laura.
 22 Ibid Beckett, Emma Liem.

Family Meals Make Families Stronger

NEW!



Wrapped Silver Look Cutlery

CMWF1000 | 1,000/cs

CMWK1000 | 1,000/cs

CMWS1000 | 1,000/cs

Sanitary & Safe

- 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

Presentation
Ready



Durable



Functional



85%

of people said
they aim to eat
family meals more
often or the same
amount¹

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Stay at home orders and restrictions on large gatherings have impacted the way consumers and operators celebrate special occasions. With consumers not visiting their favorite restaurants or having celebrations with larger groups, operators have wisely adjusted their menu options to include “family meal” bundles- curated menu options, designed to feed 4-8 people. Family meals can help create stronger family relationships and now more than ever, this is exactly what consumers crave. Many consumers have grown weary of cooking

three square meals a day and are looking for meal variety. Operators should look into promoting family meals with a variety of options to help alleviate the stress of meal planning. By bundling appetizers, entrées, salads, beverages and desserts in various combinations, operators can make it easier for homebound families to enjoy dinner. Safe, reliable packaging that preserves food safety and quality during the delivery process is the right recipe for serving up the perfect family meal.



NEW!

Wrapped Serving Utensils

- UBK72WFPP | 72/cs
- UBK72WSPP | 72/cs
- UBK72WSTNG | 72/cs
- UBK72WPPST | 72/cs

Sanitary Servings

- Individually wrapped to ensure each utensil remains sanitary, even after handling
- Polypropylene can handle a variety of food types from hot to cold
- Sleek black color can easily be dressed up or down to fit in with a variety of serving styles
- Perfect for grabbing the right amount of food every time



Convenience



Functional



Dishwasher Safe
(top shelf only)



NEW!

Polypropylene Platters

- 2308PP | 72/cs
- 2312PP | 25/cs
- 2314PP | 25/cs
- 2316PP | 25/cs

Present Possibilities

- Durable and heat-safe PP platter bases designed for food applications up to 220°F
- Secure lid fit makes meal prep, transit and storage safe and easy
- Clear PET lid is optimal for merchandising displays
- Premium strength, versatile PP ideal for large portions and heavier foods
- Recyclable



Microwaveable



Secure
Locking Lids



Refrigerator
Friendly

Meal Kits 2.0: Just Heat & Eat



CPET Containers

36582FMG390 | 390/cs
56580G390 | 390/cs

36581FMG390 | 390/cs

Ovenable Opens Opportunity

- Oven and microwave safe CPET makes heating prepared meals fast and easy
- Tested to withstand hot temperatures without cracking or warping
- Film sealable bases ideal for home meal replacements and prepared meal kits
- Crystal clear PET lids work great for retail, delivery and storage

Clear Lids to
Show Freshness 

Stackable 

Ovenable
up to 400°F 

7 out of 10

operators say
off-premises sales
currently represent
a higher proportion
of their total
business²

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Ready-made meals, prepared meals or ready-to-eat meals are meals that arrive pre-cooked. Available for breakfast, lunch and dinner, ready-made meals are a great alternative for consumers who are tired of shopping, chopping and cooking. With no preparation and little to no cooking and clean up, ready made meals only have to be heated in a microwave or an oven. Getting ahead of the competition is on the list for

many foodservice operators and chefs dealing with a whole new way of serving their customers in the wake of the impact on the industry.

While the way food is being served is bound to look very different for some time to come, there is a focus on new menu innovation and creativity. Food packaging that is safe for reheating enables the creativity and convenience consumers desire.

NEW!



Pulp Lids

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



Compostable



Suitable For Hot and Cold Foods



Durable



Secure Lid Fit



All-In-One Compostability

- Splash resistance plug lock provides security for a safe and mess-free takeout and delivery
- Durable, stackable and one lid per family of bases optimizes back of house preparation and delivery services
- Plant-based and PFAS-free formulation is safe for hot and cold food types alike, allows for wide use across menu items
- Clear compostable messaging directs proper disposal promoting zero waste and food recovery initiatives

Sanitation Shifts In Self Service

NEW!



7" and 8" Round Bowls

11070160N240 | 240/cs
11070240N240 | 240/cs
11070320N240 | 240/cs
5112070N240 | 240/cs

11080240N240 | 240/cs
11080320N240 | 240/cs
11080480N240 | 240/cs
5112081N240 | 240/cs

Delicate Dishes

- Easy-to-apply lids help to increase back-of-house speed
- Ergonomic grooves improve handling and makes on-the-go dining more convenient
- Splash-resistant lids help to ensure for a mess-free delivery



Stackable



Durable



Functional



Recyclable

78%

of customers want to see precautions in place to feel like their safety is taken seriously³

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Self-service salad, meal, bakery and drink stations have felt a big impact due to recent restrictions. Depth of assortment and flexibility is an important competitive advantage for grocery prepared foods versus restaurants. Without these options, supermarkets and non-commercial operators are losing market share to takeout and delivery. Self-serve food bars must re-invent themselves to stay relevant and deliver revenue. One approach is to convert these bars into prepackaged take-out areas for grab and

go. Alternatively, increasing sanitation and reducing customer touchpoints at self-serve stations is another tactic. Providing single-use containers, serving food to guests, ensuring six feet distance, sanitizing after each patron and providing single-use disposable gloves and hand sanitizer are all key elements for success. Packaging designed for grab and go meals, along with wrapped cutlery, gives guests more peace of mind at self-service stations.



Single Color Clear Hinged Take-Out Containers

- H52060190F450* | 450/cs
- H58090030F180* | 180/cs
- H53090300F180* | 180/cs
- H52090370F180* | 180/cs
- H52080280F264* | 264/cs

Awesome Assembly

- 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
- Durable and stackable design makes prep, transit and storage safe and easy

Break-away Feature  Microwaveable  Recyclable 

Wrapped Black Cutlery

- CBHWF1000* | 1,000/cs
- CBHWK1000* | 1,000/cs
- CBHWS1000* | 1,000/cs
- CBHFSKN250* | 250/cs

Sanitary & Safe

- Individually wrapped to ensure cutlery remains sanitary, even after handling
- Extra strength offers industry leading performance
- Sleek black color can easily be dressed up or down to fit in with a variety of serving styles
- Ideal for any occasion

Presentation Ready  Durable  Functional 

Drink Delivery Delivers Revenue

COMING SOON



64 oz. Beverage on the Move®

74210 | 30/cs

Cocktail Carriers

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



Functional



Recyclable

Presentation
Ready



Made from
Recycled Content



56%

of consumers
prefer their drink
orders come in
a sealed bag/
container⁵

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Casual, fine dining and independent restaurants have been hit the hardest when it comes to high-margin alcohol sales, which accounts for about 25% of their business. Restaurants are losing bar sales to package liquor purchases and at-home consumption. With dine-in restrictions still in place, restaurants need to find creative ways to get this business back.

A main set-back to alcohol delivery and takeout offerings is that only 43% of consumers have noticed that restaurants and bars are offering alcohol for takeout

and delivery⁵. Social media and websites are among the top marketing channels to promote this service and increase awareness. With states passing legislation allowing alcohol to-go sales, adding or promoting a beverage to-go program can help accelerate recovery through high margin liquor sales. Most consumers have some safety concerns about ordering alcohol for takeout or delivery, which is where sealed containers and drink carriers fit to deliver signature beverages safely.



Beverage on the Move®

7174 | 25/cs

Boxed Beverages

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

Premium Drinkware

MMOPG80FS | 80/cs

MMAPT80FS | 80/cs

MMSWG80FSN | 80/cs

MMSCF75FS | 75/cs

Drinks Deliver

- Sleek, contemporary design is comfortable to hold and provides greater stability during transportation
- Shatterproof premium plastic features a unique ridge near the mouth of the glass, providing a better grip on icy cold beverages
- Suitable for indoor or outdoor entertaining
- BPA-Free PET plastic



Restaurant Tactics to Regain Customers

NEW!



Kraft Single Color 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



Secure
Locking Lids



Presentation
Ready



Recyclable

53%

of consumers say
they cannot wait
for restaurants to
open up again⁶

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Restaurant owners are starting to reopen indoor dining but concerns remain over safety. With home prepared meals on the rise, restaurants need to find ways to regain customers. Safety is top of mind for today's consumers so operators need to be open in their communications on safety protocols to gain the trust of customers who are apprehensive about dining out. For those who are willing to go out to eat, they may need a reason to get out. Restaurant quality food, hanging with friends and family and

the idea of being away from home have been top motivators for in-house dining. Promoting menu winners and offering fresh, innovative spins on classics that cannot be replicated at home may help to drive consumers to your restaurant. Even with restaurants beginning to reopen, takeout and delivery is still essential in today's world and no matter how you serve your customers, ensuring a positive experience is tantamount.



Kraft Catering Squares

85201 | 35/cs
85301 | 35/cs

Square Solutions

- Durable & transportation safe
- Presentation ready
- Branding opportunity

Modular Container with Insert

73110460N150 | 150/cs
77080060S50 | 300/cs

Adjustable Assortments

- Multiple insert slots to give users flexibility for premium plating
- Inserts are designed to securely lock into place preventing movement after plating
- Polypropylene base and lid designed to retain heat and keep food integrity throughout transit
- Inside locking lid features an audible, tight lid fit to ensure lid is on securely to prevent leaks
- Microwave-safe base, lid and insert offers users the convenience to reheat and eat



Top of Mind: Safety & Transparency

COMING SOON



Tamper-Evident Lunch Boxes

Coming Soon - Spring 2021

Defensible Delivery

- Durable & transportation safe
- Presentation ready
- Branding opportunity



Stackable



Durable



Recyclable



Made From
Recycled Material

47%

*of consumers said
that it's important or
extremely important
that their food and
beverage packaging
is tamper-proof⁷*

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Now more than ever, safety and transparency are top of mind for consumers who expect operators to have safety precautions in place for any dining experience, including third party delivery. To meet this need, many operators have switched to single-use disposables and tamper-resistant packaging,

a clear signal that cleanliness, hygiene and an untampered experience are important. Using packaging that ensures and promotes food safety is just as essential to consumers as on-premise safety measures to support confidence in restaurant choice.



SureHinge® and SureStrip® Tamper Resistant Containers

14008TR1000 | 1,000/cs H1306080T | 240/cs
 14012TR1000 | 1,000/cs H1306120T | 240/cs
 14018TR1000 | 1,000/cs H1306160T | 240/cs
 51402TR1000 | 1,000/cs

Safe and Secure

- SureHinge® and SureStrip® tamper-resistant design ensures optimal food safety
- Crystal clear PET design is ideal for merchandising and showcasing ingredients
- Leak resistant lid safely ensures a clean and mess free carryout or delivery



Soup N' Serve

9015 | 30 sets
 9690 | 15 sets

Soup-er Solutions

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



A TASTE OF THE

While current circumstances were the catalyst for much of the changes we see, it is predicted that the global foodservice industry will change more in the next 10 years than in the previous 50 years.¹ Many of these trends are already in full swing, while others are in their infancy. Regardless of what stage they're at, these trends are redefining what it means to be a restaurant in the 21st century and beyond.



PERSONALIZATION

As restaurateurs struggle with the new restaurant reality, offering a personalized experience for customers is a smart thing to do. In fact, today's consumer demands it. An Accenture survey found that an astonishing 82% of consumers prefer loyalty programs that are tailored to their specific profile.²



AL FRESCO DINING

As more and more people warm to the idea of eating out, governments and local councils are backing initiatives to facilitate outside dining to help boost restaurant business.³ Social distancing, and an increased focus on sustainability continue to be a breath of fresh air for the industry.



MEAL KITS

One of the things to come out of this past year is that 54% of Americans have discovered the joy of cooking at home.⁵ In recent years, meal kits have taken off among millennials, Gen Xers, and baby boomers,⁶ and now in 2020, due to limited in-restaurant dining, more restaurants are offering meal kits for takeout and delivery.⁷



FULL-SERVICE DINING

While dine-in business continues to stall, those restaurants that maintain safety protocols, advertise everything they're doing to keep consumers safe, informed and engaged will fare the best. When all is said and done, those who survive will have less competition so they could be quite busy and successful.

IMMEDIATE FUTURE



SEASONAL OFFERINGS

With customers looking for new food trends, operators should look to add new menu items to their core offerings seasonally. Whether it's seasonal fresh-from-the-garden specials, creative refreshments, or unique twists to customer favorites, seasonal offerings can feed customers' hunger for variety.



STREAMLINED MENUS

Current circumstances have led restaurants to focus on core food and beverage items that drive the most profits,⁴ while coming up with creative twists on favorites to appeal to customers' evolving palates.



SUSTAINABLE PACKAGING

According to a recent report,⁸ packaging is a key component of the move towards sustainable practices and is a must-have for brands who want to future-proof their operations.

1 <https://www.foodnavigator-usa.com/Article/2019/01/22/More-change-to-come-in-the-food-industry-in-the-next-10-years-than-in-the-last-50-says-Accenture-Strategy>

2 <https://www.fsrmagazine.com/expert-takes/how-restaurants-can-personalize-customer-experience>

3 <https://www.lsretail.com/blog/reimagining-the-restaurant-experience-in-2021-and-beyond-6-trends>

4 <https://www.technomic.com/newsroom/post-pandemic-playbook>

5 <https://foodsafetytech.com/column/five-trends-defining-the-food-industry-post-covid/>

6 <https://www.smartfoodservice.com/blog/1/2020/02/can-selling-meal-kits-increase-restaurant-customer-base/>

7 <https://www.restaurantbusinessonline.com/operations/restaurants-turn-meal-kits-boost-sales>

8 <https://www.mckinsey.com/~/media/McKinsey/Industries/Paper%20and%20Forest%20Products/Our%20Insights/Sustainability%20in%20packaging%20inside%20the%20minds%20of%20US%20consumers/Sustainability-in-packaging-Inside-the-minds-of-US-consumers-VF.pdf>

FUTURE, TODAY.

Trend Key

HERE TO STAY

FLEETING

NEXT BIG THING



POPUKS AND PARTY VIBES

Full-service dining that's safe is a trend the industry is craving, and Pop-Ups featuring innovative cuisine, diverse locations and community focus are on track to be the next big thing.⁹ Ditto for Eatertainment pop-ups with a retro theme (think disco) or any kind of fun party vibe that will bring people together.¹⁰



SUSTAINABLE FOOD

Now more than ever, people across the globe are prioritizing offerings that are healthy and locally sourced to help reduce greenhouse gases, food-borne viruses and antibiotic resistance. Already, nearly 25% of Americans are eating more plant-based foods.¹³



AUTONOMOUS DELIVERY

Robots are delivering pizza and other food to healthcare workers and college campuses, while drones are delivering food to the golf course.¹⁵ While robot food delivery services are currently limited, this is a trend that is bound to accelerate over the coming decade.



HIGH-TECH HARVESTS

Consumers are becoming more accepting of the roles science and technology play in delivering safe, nutritious food while protecting our environment. Through 2030, more food, drink, and foodservice companies will take innovative approaches to the supply chain that are sustainable and trustworthy.¹⁷

DISTANT FUTURE



POP-UP GROCERY STORES

To offset revenue loss, government officials from Austin¹¹ to Chicago¹² and beyond, are offering temporary permits so that restaurants can offer pop-up grocery stores to sell surplus products and pantry essentials.



STEWARDSHIP

Currently, more than 80% of Millennials¹⁴ expect companies to publicly commit to do good by the environment. Large restaurant chains are taking steps to be part of this trend that emphasizes corporate social responsibility and reducing their environmental footprint.



SMART DIETS

Over the next 10 years, consumers will begin to use the results of personal data collection and biological tests to modify their diets to improve every aspect of their health, including brain and emotional health.¹⁶ In turn, foodservice companies should create more individualized offerings.

9 <https://www.smartfoodservice.com/blog/1/2020/06/5-trends-that-will-shape-restaurant-industry-in-2021>

10 <https://www.smartfoodservice.com/blog/1/2020/06/5-trends-that-will-shape-restaurant-industry-in-2021>

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THINK STRONG

42% of consumers purchased more packaged foods than in the previous month⁸



THINK QUALITY

46% of consumers believe restaurant-branded products are a convenient way to attain the restaurant experience and flavors at home⁹



THINK FRESH

69% of consumers said they were more concerned about food safety than they were a few months ago¹⁰



THINK GREEN

74% of consumers are willing to pay more for sustainable packaging¹¹



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