

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

TECHNOLOGY & INNOVATION: IN THE AGE OF THE CUSTOMER EXPERIENCE

HOW TO LEVERAGE TECHNOLOGY AS A COMPETITIVE ADVANTAGE



INSIGHTS

We are living in times of unprecedented technological change and innovation. While we can embrace new technology at our own pace in our personal lives, as operators, the opposite is true. Consumers, employees, and the competition drive tech adoption – often faster than our plans can absorb. Operators must be creative in order to pivot quickly to meet shifting market demands while staying profitable. With new tools that allow an operator to go-to-market in ways that were previously unachievable, savvy technology adoption can yield results. For example, one study found that working with a third party delivery service raises restaurant sales volume by 10 to 20%.

Like you and any other business, Sabert also must respond to dynamic market forces and remain attuned to evolving customer needs. Despite our 35+ years of experience in the industry, we maintain a deeply entrepreneurial culture with a fierce commitment to innovation that is contemporary and inspired by the market place. We strive to be proactive, not reactive, nimble yet methodical, foresee the next big thing, and identify challenges while they can still be easily resolved. Gathering world-class talent, methodologies, and equipment, we prioritize new product development that fuses functionality, life-cycle management, and aesthetics into enduring, profitable and sustainable packaging solutions. This allows us to stay ahead of the market...so that you do as well.

In the fall 2019 issue of Spotlight, our Marketing & New Product Development teams explore technologies and innovations that will help you drive revenue, manage increasing costs and combat eroding margins. From online reservations & booking widgets, to mobile eating apps, digital assistance and innovative packaging designs, this issue will help spark new ideas to keep your business current and relevant. While there are many advanced innovations in development like the “Last-mile robot delivery partnership” or self-driving delivery, we are conscious to present creative and pragmatic ideas that are implementable without a significant investment of resources.

The sheer pace of technological change is staggering and can leave even the savviest operator over-whelmed and perplexed. We want to be your partner in discovering manageable solutions, which fit your business needs. We know there is no one-size-fits all solution for every operator, so we invite you to browse through the ideas outlined in the following issue and review our latest innovative packaging solutions, marketplace trends and consumer insights. Curiosity and Innovation are contagious and we are excited to create new solutions for you.

YOHANAN SISKINDOVICH & SUSAN BEAUDRY
Director, New Product Development & Senior Director, 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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TECH NO LOGY

TO
THE
RESCUE

How digital innovations are changing foodservice for the better

Remember when the most talked-about thing in the restaurant business was... the food? Well, you can thank Gen Z and Millennials for the change in conversation.

These two generations of digital natives are driving demand for convenience like never before. And with their insatiable appetite for mobile engagement comes a shift in priorities for foodservice operators.

Guest satisfaction once ruled the day, but now it's all about guest experience. In a frenzy to keep up and connect with younger customers, food brands are investing in technological advances that are completely disrupting business as we know it.

Disruption Distress

Every innovation has the potential to change the landscape of consumers' expectations, making the quest to stay ahead a never-ending moving target.

Constantly evolving demands put a lot of stress on operators, leaving them feeling anxious about the future. In fact, the majority of restaurant operators feel like they're always falling behind.

In a survey of food and beverage leaders, 62 percent expressed doubts over their ability to keep up with the speed of mobile technology changes—with 18 percent in strong agreement they are not investing quickly enough to keep pace with the speed of mobile technology change.¹

The Payoff

Regardless of how daunting technology can seem, operators who are embracing mobile and digital advancements are achieving far more than they ever could imagine with their own two human hands.

In a survey of food and beverage leaders, 84 percent of respondents saw business improvements when they launched a branded mobile app.¹

93 percent of operators believe their mobile investment promotes loyalty and drives repeat business—while 84 percent believe their mobile strategy will drive sales growth.¹

Operational efficiencies

Beyond creating a frictionless customer experience, technology can smooth out operational wrinkles, too.

Reservation software—with online booking widgets, SMS and email confirmations—takes the hassle and human error out of reservations.

Scheduling software—with automated schedules, vacation requests and scheduling checks—helps streamline your business and staffing needs.

Technology and automation can help you promote your restaurant, optimize operations and drive patron loyalty as well. Overall technology creates a better means to an end, and as brands continue to invest and innovate in this space, the future is only going to get more exciting.

Technology and delivery go hand-in-hand

44%

of consumers ordered carry out or delivery through a restaurant website or mobile app³

Restaurant delivery sales will grow

3x

the rate of on-premises through 2023²

Patrons are looking for frictionless delivery experiences

17%

of consumers ordered carry out or delivery through a 3rd party delivery company³

TOP REASONS CONSUMERS USE 3RD PARTY DELIVERY⁴

72%

don't want to leave their house

50%

want to continue their activities

41%

want to avoid bad weather

The right packaging is key to delivery satisfaction

35%

of consumers think food quality is diminished when it is delivered⁵

52%

of consumers would pay extra for packaging that ensures freshness⁵

4 Ways Technology Is Disrupting Foodservice For The Better

#1

DISRUPTIVE DIGITAL ORDERING PLATFORMS

Tweets

Chatbots

Smartwatch/TV

Voice Search

In-Car Dash

Facial Recognition

#2

DISRUPTIVE DELIVERY PLATFORMS

3rd Party

Robots

Drones

Parachutes

Driverless Vehicles

Ghost Kitchens

#3

DISRUPTIVE STAFF TRAINING TOOLS

Virtual Reality

Augmented Reality

#4

DISRUPTIVE PAYMENT OPTIONS

Mobile App

Online

In-store Cashierless

Cryptocurrency

Automation Efficiencies Ease Back of House

NEW!



PP Container with Adjustable Inserts

Coming Soon - Fall 2019

Portable Portions

- 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



79%

of diners agree that restaurant technology improves the guest experience!

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Efficiency is a top priority for most restaurant operators. Ordering, food preparing meals, facilitating payroll, and tracking inventory all take time and skill to execute in a customer-friendly manner. When customers visit your establishment, they are counting on a valuable and consistent experience.

Technology plays a significant role in making sure operators and their teams meet these increasing customer expectations. New digital applications monitor stock levels and food freshness, which helps to improve margins and profits. To boost the effectiveness of inventory solutions, virtual inventory systems show operators where

all of their products are, whether it be in warehouses, back rooms, stores, online or even in transit.

Evolving technology can now track how long it takes to prepare menu items and organize kitchen stations so food orders are made more efficiently, ultimately resulting in faster service. Technology is not only enhancing back of house communication, but integrating the front and back of house to work as a cohesive unit. Enhanced communication systems will help increase order accuracy and revenue while decreasing long lines and order wait times.



6" x 9" 2-Compartment Container

sku# 78229B300N & 52872B300N | 300/cs
78130B300N & 52871B300N | 300/cs

Made From Recycle Material



Microwaveable



Compartmented



Secure Locking Lids



Table Ready Take-out

- Microwaveable base and lid makes reheating fast and easy
- Durable and stackable to-go containers helps preserve food integrity during delivery
- Vented and splash resistant PP lids are perfect for a safe and mess-free delivery

Mobile Solutions, Eating On the Go

NEW!

24 oz. & 32 oz. PopTop Bowls

sku# 11070240N240 | 240/cs
11070320N240 | 240/cs
5111070N240 | 240/cs

Flip Feature

- Secure hinge lid stays on container while consuming, saving table space
- Eco-friendly - contains at least 50% post-consumer recycled material
- Lid folds in half and snaps into place
- Crystal clear PET lid and base features channels on the side to enhance grip



Made From
Recycle Material



Secure
Locking Lids



Functional



Grab N' Go

MORE THAN
HALF

*of consumers buy
prepared foods
from supermarkets
at least once a
month²*

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Driven by today's busy lifestyles, consumers have an increasing need to grab food and go. There is an opportunity for operators to cater to this lifestyle by offering craveable, affordable, and portable options that allow consumers to indulge and relax during their hectic day.

Grab n' go is becoming more than common, it is becoming routine. 95% of US adults snack daily, and 70% do so two or more times per day.³ Consumers want higher-quality food items faster with the option to customize when desired. As more consumers snack throughout the day and replace meals with snacks, healthy and filling made-to-order

snacks are of increasing interest. Operators should consider a menu with a variety of substantial, high protein snack offerings to appeal to consumers.

This lifestyle of eating on the go gives operators an advantage in how they package their meals. By using innovative and convenient packaging that meets the demands of mobile consumers, operators can maximize their customer satisfaction and drive repeat purchases. Today's busy consumers are increasingly eating on the go and portable packaging that offers convenience can keep up with their busy lifestyles.



3-Compartment Snack Box

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

Beneficial Bento

- Assorted 3-compartment snack box is perfect for snack size portions
- Crystal clear PET enhances food presentation and highlights assortment variety
- Slim and compact, ideal for on-the-go consumers
- Leak-resistant PET lid prevents spills for a mess-free delivery



Small Sub Container

sku# 100805F300N | 300/cs
530805F300N | 300/cs

Mobile Meals

- Portable sub container perfect for busy lifestyles
- Crystal clear PET ideal to show freshness
- Superior aesthetics designed for merchandising and retail appeal
- Durable and stackable base and lid makes prep and delivery easy



Refreshing the Drink Menu

NEW!



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

Beer Glass

sku# MMOPG80FS | 80/cs

Basic Beer

- Classic shape is perfect for serving IPAs, lagers, stouts, and everything in between
- 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
- Recyclable & BPA-Free PET plastic

Recyclable



Premium Design



Extra Strength



Stemless Wine Glass

sku# MMSWG80FSN | 80/cs

Wine and Dine

- Crystal clear, classic design beautifully showcases each beverage
- Appropriate for both red and white wine as well as for brunch, cocktails, soda and iced tea, or layered desserts
- Sleek, contemporary stemless design is comfortable to hold and provides greater stability during transportation
- Shatterproof premium plastic has a simple, classic shape that makes it a great alternative to traditional glassware
- Suitable for indoor or outdoor entertaining
- Recyclable & BPA-Free PET plastic

Recyclable



Premium Design



Extra Strength



The on-premise beverage market is benefiting from an overall strong US economy; 30% of consumers attribute their increase toward on-premise beverage purchases due to having more money.⁴ This increase in income is encouraging consumers to “trade up” to more expensive spirits, wines and new drinks while away from home. Alternatively, many younger consumers are interested in living a healthy lifestyle based off a diet consisting of nutritious, “real” foods. This creates an opportunity to offer fundamental ingredients in mocktails, providing on-trend premium refreshment

options for those looking to substitute alcohol. Consumer interest in a healthy lifestyle is an important opportunity for restaurants; it points to the strong growth for healthful cocktails. Operators should see this as an opportunity to focus on creating a unique and memorable drinking experience for their customers. Shatterproof, disposable Stemless Drinkware helps operators expand menu offerings by inspiring creativity for use, while providing a distinctive look that stands out from the competition.



1/3
of diners are interested in seeing more seasonal cocktails on menus⁵

All-Purpose Tumbler

sku# MMAPT80FS | 80/cs

Suitable Solution

- Serve everything from iced tea to sparkling water to cocktails to milkshakes
- Sleek, contemporary design is comfortable to hold and provides greater stability during transportation
- Shatterproof premium plastic in a simple silhouette makes it a great alternative to traditional glassware
- Suitable for indoor or outdoor entertaining
- Recyclable & BPA-Free PET plastic



Recyclable

Premium Design

Extra Strength

Stemless Champagne Flute

sku# MMSCF75FS | 75/cs

Extra Elegance

- Tall, slender silhouette beautifully showcases bubbling beverages such as champagne, mimosas and bellinis
- Sleek, contemporary stemless design is comfortable to hold and provides greater stability during transportation
- Shatterproof premium plastic features a sleek, modern silhouette that makes it a great alternative to traditional glassware
- Suitable for indoor or outdoor entertaining
- Recyclable & BPA-Free PET plastic



Recyclable

Premium Design

Extra Strength

Personalization through Digital Assistance



6" x 9" CPET Containers

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

Oven-safe Orders

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



Compartmented



Clear Lids to
Show Freshness



Stackable



Ovenable
up to 400°F

81%

of consumers rate quick checkout as the top factor for a better in-store shopping experience⁶

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Retail store operators are now rethinking the way they use technology in order to pursue new business models that can create personalized experiences and meet the demands of today's consumers. Consumers are loyal to their experiences, not companies. Digital technology makes it possible for retailers to provide personalized information, offering opportunities that will multiply the shopper's meaningful interactions with both brands and stores.

Digital assistants are the new wave of technology in analyzing data based off demographics and shopping habits, then creating actionable, personalized

promotions. It is important that every customer's interaction is relevant and emphasizes on critical offers and messages, while avoiding unrelated suggestions so operators can stay connected on a personal level. Technology can now help track food-product inventory levels and dynamically price each item based on level of freshness and shelf life.

Consumers expect a seamless experience throughout in-store and online journeys. Utilizing technology to order and pay, like digital kiosks or app-based programs, customers experience frictionless front-of-house proficiencies.



SureHinge® Tamper-Resistant Containers

sku#	H1306080T		240/cs
	H1306120T		240/cs
	H1306160T		240/cs
	H1307240T		180/cs
	H1307320T		180/cs

Safe and Secure

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

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



Cost of Convenience: 3rd Party Delivery

NEW!



PP 16 & 30 oz. Oval Bowls

sku # 74090160N300 | 300/cs
74090300N300 | 300/cs
5242091N300 | 300/cs

Ordering Ovals

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



Stackable



Microwaveable



Durable



Made From
Recycle Material

41%
of consumers
have used a
multi-restaurant
3rd party delivery
app⁷

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3rd party delivery services generally increases business for restaurants, especially with Millennials, who prioritize accessibility over cost. The convenience factor these services bring to the table is something operators cannot overlook. The introduction of this business model is especially enticing since on-premise sales are in decline. But are 3rd party delivery services right for you?

Advantages to the Operator

- Increases sales without adding seats to your dining room
- Increased Marketing platform for your brand
- Integrated POS & 3rd Party Apps - offers frictionless ordering systems and the ability to collect customer data

Disadvantages to the Operator

- Low margin business & costs may be prohibitive to your business
- Operator POS needs to be integrated with 3rd Party App to streamline orders
- No control over how your food is delivered, potentially damaging your brand and may lose sales from bad experiences
- Potential high fees - secure more favorable margin by negotiating these fees

So are 3rd party delivery services friend or foe? They can certainly make a difference to your business by growing income, increasing brand presence and providing a competitive advantage for your business over those operators choosing to not outsource delivery.

NEW!



COMPOSTABLE
IN INDUSTRIAL FACILITIES
BPI® Check locally, as these do not exist in many communities. CERT # 10528471
*Compliant to ASTM 6868 as certified by BPI



Compostable Cutlery

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



Environment Essential

- New compostable cutlery line features high performance, sustainable products 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 clean look
- Cedar Grove certified industrial compostable



Hinged Take-Out Containers

sku# H73090310F264 | 264/cs
1000454 | 171/cs

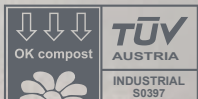
Hinge in There

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



Power to the Plants

NEW!



COMPOSTABLE
IN INDUSTRIAL FACILITIES

Check locally, as these do not exist in many communities. GERT # 10526471



passes WMU standard
www.wmich.edu/pilotplants

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

Pulp Folding Cartons

sku# 42050160FPC300 | 300/cs
43070240FPC200 | 200/cs
43080320FPC150 | 150/cs
47080020FPC150 | 150/cs

Foldable Functions

- Folding locking system secures all sides for a safe transport
- Temperature tested for use with hot or cold food applications
- BPI certified industrial compostable



Microwaveable



Ovenable
up to 400°F



Compostable



Secure
Locking Lids

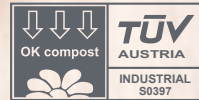
51%

*of chefs in the
US added vegan
options to their
menu in 2018⁸*

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Today's consumers, especially younger generations, have a strong preference for clean and simple diets. Consumers are looking for complete transparency in what they are eating and where it comes from. Consumers more than ever, are looking to understand the ingredients, the sourcing of their food, as well as the packaging it is delivered in. Because of this, consumers are leaning towards more plant-based diets. Vegan meat sales in 2019 increased 268% in restaurants over the same time last year⁹. With the rise of these diets, operators can tap into these incremental growth opportunities and expand their customer base, without cannibalizing existing business. Offering an innovative plant-based menu is not difficult

to do and packaging can help facilitate the menu development process. Most ingredients that make up a plant-based diets are already in a restaurant's kitchen. Plant-based meals are typically constructed from a variety of different side dishes. Paired with a versatile packaging program that can facilitate hot and cold food, different serving sizes, and lid security allows restaurant operators to add plant-based meals to their takeout and delivery menu easily. By also using multi-compartmented packaging, operators are able to help customer's separate their sides and customize their meals. The combination of a plant-based menu and plant-based packaging provides confidence in the quality and transparency of a customer's order.



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

NEW!



24 oz. Round Pulp Bowl

sku # 4108240D300 | 300/cs



Adora-Bowl Pulp

- Single-serve round 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
- BPI certified industrial compostable

Wrapped Compostable Cutlery

sku # CWCWF1000 | 1,000/cs
CWCWK1000 | 1,000/cs
CWCWS1000 | 1,000/cs



Worthwhile Wrap

- 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
- Cedar Grove certified industrial compostable



TECH TRACKING

THE NEW NORM

ONLINE ORDERING

34% of consumers spend at least \$50 per online order

-Upserve



TABLE TABLETS

Restaurants see **increased** check averages when tablets are used

-Buzztime Business



MOBILE APP CURBSIDE PICKUP

Quicker service drives **up to 75%** sales lift and increased guest loyalty

-QSR Magazine



ON THE HORIZON

AUTOMATION & ROBOTICS

Shifting functions from humans to machines is gaining speed with innovations in food prep, delivery, order placement, payment and staff training

53%
of operators

are interested in predictive ordering

-Foodservice Equipment & Supplies



HOW FOODSERVICE IS FEEDING THE GROWING APPETITE FOR DIGITAL ENGAGEMENT

PICKING UP SPEED

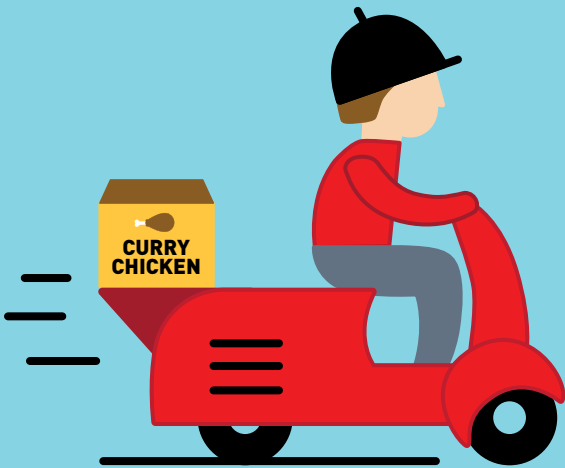
DELIVERY

Digital ordering and delivery has grown

300% faster

than dine-in traffic since 2014

-Upserve



ORDERING KIOSKS

60% of consumers would visit a limited-service concept more often if kiosks were available

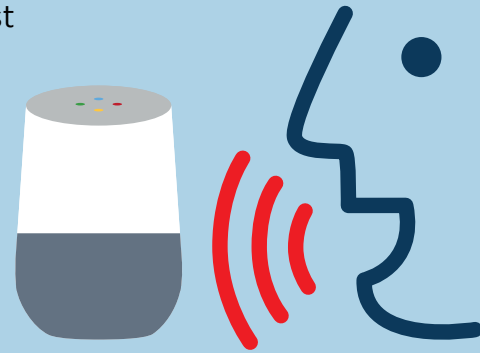
-QSR Magazine



VOICE ORDERING

Voice-activated ordering is quickly becoming fast food's **next big thing**

-QSR Magazine



ON THE HORIZON

DISRUPTIVE DELIVERY

Major restaurant brands and delivery services are investing in food-delivery drones and self-driving cars

The delivery robot market is expected to grow to

\$34 billion
by 2024

-ResearchAndMarkets.com





THINK GREEN

67% of shoppers agree retailers should choose products based on environmental friendliness of product and packaging¹



THINK STRONG

61% of consumers agree companies need to do a better job of using recyclable packaging for natural or organic products²



THINK QUALITY

49% have avoided purchasing products from companies that didn't have environmentally responsible practices³



THINK FRESH

85% of consumers said transparent packaging was important when considering freshness of food.⁴



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



1 Toast - Restaurant Technology in 2016
 2 Technomic - 2018 Takeout & Off-Premise report
 3 Mintel - Snacking in Foodservice-US - January 2019
 4 Mintel - On-premise Alcohol Trends-US - April 2018
 5 Mintel - Seasonal Dining Trends-US - June, 2019
 6 GroundTruth - The Value of a Visit Report - September, 2018
 7 Zion & Zion - Food Delivery Apps: Usage and Demographics - 2019
 8 Foodable Labs - Plant-Based Food Influencers Want More Delivery Options - July, 2018
 9 - Dining Alliance - Meat Alternatives - June, 2019
 10 - Evergreen Packaging - 2019 Food and Beverage Packaging Trends
 11 - Culinary Visions - Fresh Perspectives Study - July, 2019