

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

APPETITE FOR SUCCESS

Turn Emotional Connections into Business Opportunities



Pulp Plus™ 16 oz.
Wide Round Bowl



Insights

Packaging with a Purpose

The way people interact with food is undergoing a profound transformation. Today's consumers are purpose-driven, making conscientious food choices that prioritize personal health and the health of our planet. They are not just looking for products that align with their values, but convenience too.

Food packaging innovation plays a crucial role in this transformation. Packaging that preserves freshness, reduces waste, and is made from sustainable materials can greatly influence purchasing decisions. Sabert understands this evolving dynamic and is committed to developing solutions that meet these demands. Our approach includes using recycled and renewable materials, optimizing production processes, minimizing waste, and designing for a responsible end of life, like composting, reuse or recycling.

Our goal is to help our customers—whether they are food distributors, restaurants, caterers, packers/processors, supermarkets, or convenience stores—meet their sustainability targets while enhancing the overall consumer dining experience.

As more consumers make purpose-driven choices, Sabert remains steadfast in our dedication to leading the way as a trusted sustainable solutions provider. We are committed to not only meeting but exceeding the expectations of this growing market segment.

We believe that by aligning our innovations with consumer values, we can drive positive change throughout the entire food industry.

In this issue, you'll explore the intricate relationship between food and emotions and how food packaging can help you authentically connect with consumers to create memorable moments with long-lasting impact.

Paul McCann
CEO of Sabert



*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**.

 **Sabert**[®]
® makes food look great[®]

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Beyond the Bite



Uncovering the Food-Emotion Connection

Today's consumers are connecting on a deeper level with their food experiences. They are more invested in and educated about all things health, wellness, nutrition and sustainability. From what's in their food to where it comes from, personal values and emotions deeply shape relationships with food.

Forming Deeper Bonds Through Food, Branding and Packaging

Understanding the emotional ties and value-based purchasing decisions that drive consumers is imperative. Research shows that when a brand forges a strong emotional connection with consumers by better understanding their motivations, it gains a distinct competitive advantage, increased market share and improved profitability.¹



And beyond their food choices and brand favorites, packaging can play an important role in shaping these experiences. The right presentation can significantly impact the decision to purchase and enjoy a snack or meal.



The Emotional Drivers of Food Experiences

Consumers are forming more intimate and personal relationships with their food. This shift is altering how people engage with and react to their meals. For foodservice operators, understanding the emotional factors behind these connections enables them to meet consumer expectations and craft meaningful dining experiences that truly resonate.

-  **Pleasure** – The desire for decadent, indulgent experiences¹
-  **Belonging** – A universal drive to connect with others through shared eating experiences¹
-  **Wellness** – Health, wellness and vitality are top goals for improved energy levels, quality of life and longevity¹
-  **Identity** – Food defines us—how we view ourselves and how we want others to view us¹
-  **Comfort** – Familiar or nostalgic foods provide comfort and help reconnect us to our roots¹
-  **Adventure** – Global flavors are plentiful, and consumers seek adventure through palate exploration¹
-  **Relevance** – The connection between food and pop culture is stronger than ever. The “phone eats first,” on social media, reality cooking shows and accounts are widely popular as well as amateur food critics and bloggers¹
-  **Sustainability** – Today's consumers are purpose-driven. Conscientious food choices are prioritized for personal health, future generations and the planet¹

How Packaging Impacts Our Food Experiences and Emotions

Whether it's a grab-and-go meal or delivery dinner, packaging can engage the senses and even influence perceptions of taste and quality.

- **First Impressions** – Clear packaging provides the visual sense and allows the vibrancy of colorful, healthy foods to shine.
- **Maintain Food Integrity/Durability** – Proper packaging should help keep food fresh during transit and maintain consistent quality across food items.
- **Food Safety** – Provide options that keep foods secure to give customers convenience, comfort and peace of mind.
- **Sustainability** – Compostable and eco-friendly solutions appeal to the growing number of consumers prioritizing sustainability.
- **Convenience** – Today's fast-paced lifestyles mean consumers crave convenient meal options. Packaging suitable for grab 'n' go or heat-and-eat offerings helps satisfy the need for mealtime speed.
- **Engaging the Senses** – Audible locks and unique packaging features can elevate the overall eating experience.



6" x 6" EcoSnap™ Square Container, Item Number: 150342
 6" x 9" EcoSnap™ Rectangle Container and Lid, Item Number: 150343, 5132091S300
 8" x 8" EcoSnap™ Square Container, Item Number: 150344
 9" x 9" EcoSnap™ Square Container, Item Number: 150345

Feeding the Wellness Revolution

Today's health-conscious consumers are searching for ingredients that reflects their desires for overall wellness, whole nutrition and more sustainable food production. The increasing popularity of weight loss medications is also influencing eating habits, driving even more demand for healthier, more balanced foods.²



Clear 19.5 oz. Two-Compartment Medium Snack Box and Lid, Item Number: 169572B450, 569570B450

Offering portion-controlled meal and snack options and marketing strategies that highlight nutritional benefits can appeal to consumers with reduced appetites that accompany current weight loss medications.



60% of global consumers are actively choosing foods and beverages for preventative health benefits; 40% for specific medical purpose(s)²

Nearly half (47%) of U.S. adults are "very proactive health consumers"²



More than 3 in 4 Americans believe food and beverage choices impact their mental and emotional well-being³

¹The 8 Emotions of Food: How to Strengthen Your Brand's Emotional Connection with Consumers, David Hattenback, July, 2019
²Top 10 Functional Food Trends Reinventing Wellness, Ift.org, April 2024

On the Menu: Mood-Boosting Foods

The "mood-boosting food" trend is gaining momentum and reflects the increasing interest in the connection between diet and psychological well-being. Consumers are seeking foods that not only provide nutrition but also offer additional benefits such as improved energy, concentration and mood.

By incorporating and spotlighting mood-boosting ingredients and benefits on menus, businesses can capitalize on a key differentiator in today's competitive market.



MOOD-BOOSTING FOODS⁴

- **WHOLE GRAINS**
- **LEAN MEATS AND FISH**
- **FRUITS AND VEGETABLES**
- **NUTS AND LEGUMES**
- **LOW-FAT DAIRY**
- **OLIVE OIL**
- **DARK CHOCOLATE**
- **FERMENTED FOODS**

MOOD-BOOSTING NUTRIENTS⁴

- **ZINC, FOLATE AND MAGNESIUM**
- **POTASSIUM**
- **VITAMIN C AND B VITAMINS**
- **FIBER**
- **IRON**
- **OMEGA-3 FATTY ACIDS**



Custom printed packaging allows you to infuse your brand's identity into every meal, helping to maintain a strong connection with consumers.
 Kraft 32 oz. Paper Square Bowl and Lid, Item Number: PK27032D300, 512207D300N

³International Food Information Council, 2024
⁴4 Foods that can Boost Your Mood, Mayo Clinic, January 2023

Dining on Demand

NEW!



Soups & More Cups

PK14008D500 | 500/cs PK14012D500 | 500/cs
PK14016D500 | 500/cs PK14032D500 | 500/cs
551104D500 | 500/cs 551105D500 | 500/cs

Versatile solution for serving soups, chilis, stews and warm sides with style and sustainability

- Ventilated paper lids, making them suitable for a variety of menu items
- Coated to prevent oil, grease and liquid penetration
- Available in 8, 12, 16 and 32 oz. sizes

Oil & Grease Resistant



Presentation Ready



Ventilated Lid



63%

of consumers opt for food delivery services due to the added convenience they provide.¹

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For many consumers, the convenience and comfort of dining at home are key factors driving the demand for last-minute delivery. According to Doordash, the package becomes the plate, as a staggering 63% of customers prefer to eat directly from the original takeout container, underscoring the need for practical and functional packaging.

Comfort also plays a pivotal role, with 52% of consumers enjoying their meals on the couch and 21% of Gen Zers indulging from the coziness of their beds. Notably, the trend of last-minute delivery is particularly pronounced among men, with nearly 80% reporting recent urgent orders, compared to 64% of women.

These habits highlight the importance of providing efficient packaging designed for easy eating directly from the containers, ensuring durability and secure handling. Additionally, maintaining food integrity and temperature during transit is crucial in helping to create positive dining experiences. Providing sustainable yet practical packaging options will appeal to eco-conscious customers looking to reduce their environmental footprint.

By understanding and catering to these modern dining preferences, operators can enhance customer satisfaction, foster loyalty, and stay ahead in the competitive food delivery market.



Twist & Crispy™

72060110N272 | 272/cs 5232091N328 | 328/cs
 5222061N272 | 272/cs 72080220N324 | 324/cs
 73090180N328 | 328/cs 5222080N324 | 324/cs

Streamline inventory and operations with a two-in-one solution that keeps food crispy for over 40 minutes or spill-proof when sealed

- SKU consolidation opportunity - one container for crispy and saucy foods!
- Aesthetic corner ribbing provides strength for stackability
- Microwavable and heat lamp safe up to 220° F
- Multiple sizes available

Wrapped Medium-Weight Cutlery

CBMWSPP | 1000/cs CBMWFPP | 1000/cs
 CBMWSPP | 1000/cs CBMFKNPP | 1000/cs

Designed to enhance any tabletop setting, Sabert's medium-weight cutlery redefines style and design in catering disposables

- Smooth design offers elevated aesthetic
- Perfect for both hot and cold food applications
- Both functional and durable for a variety of operators
- Wrapped cutlery is convenient and sanitary
- Available individually wrapped or in a kit



Secure Locking Lid



Stackable



Dishwasher Safe



Functional



Premium Design



Convenience

Hack and Snack the Menu

NEW!



Classic Dual Color 6"x6" & 6"x9" Hinged Containers

H73090300F264 | 264/cs H72060190F450 | 450/cs

Hinged containers are ideal for busy takeout and delivery programs, keeping food secure during transport

- Perforated lids with Break-Away™ feature that easily separates lid from base for table-ready dining on-the-go
- Dual, easy open tabs make handling simple while locking lids prevent leaks
- Reheatable and refrigerator friendly, these containers offer convenience and style



On average,
American consumers
are open to a

10-11%

price increase for
items like made-
to-order meals and
snacks²

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Snacks and menu customizations have become powerful strategies for attracting price-conscious consumers, particularly Gen Z. Unlike traditional meals, snacks offer smaller, more affordable portions. Restaurants and convenience stores are capitalizing on this trend by providing creative, mix-and-match snack items to create unique, wallet-friendly experiences.

Snacks also play a role in evoking emotions by tapping into cultural significance, nostalgia, and sensory experiences. This approach includes introducing nostalgic flavors that vary by culture, delightful combinations that surprise and delight, and functional flavors that stir up feelings of energy and productivity. By linking snacks to emotional experiences, operators can engage consumers on a deeper level.

Menu hacks, which take the concept of customization to the next level, resonate with younger consumers who value personalization. By offering imaginative combinations, secret items, and opportunities to tailor foodie combinations, operators can foster a sense of exclusivity. Revealing menu hacks or limited time offers on social media, particularly on Instagram or TikTok, goes a long way in generating word-of-mouth buzz and makes consumers feel that they are part of something exclusive.

Food packaging solutions, when designed to perform across a variety of different menu items, can enhance the overall dining experience. Versatile solutions enable operators to maintain menu flexibility and drive creativity.



EcoEdge™ Snack Spoon

PKPCSS1000 | 1000/cs

Perfectly sized recyclable spoon is the ultimate solution for ice cream, oatmeal, soup, parfaits and other snackable menu items

- Part of the EcoEdge™ Paper Cutlery line, derived from plant-based FSC certified resources and fully recyclable in paper waste streams
- Smooth utensil finish and pleasant feel that does not impact food flavor
- Eco-friendly solution for coffee and taster spoons



Recyclable



Sustainable



Natural Look



Paper Fries & Sides Scoops

15118 | 1140/cs 151189 | 900/cs

151190 | 450/cs

Sturdy and sustainable, paper scoops provide grease resistance, making them ideal for french fries, chicken fingers, zucchini fries, tater tots and more

- Wide angled rim for easy scooping and serving
- Closed bottom keeps crumbs in the container
- Nestable design for space saving storage



Recyclable



Heat Lamp Safe



Oil & Grease Resistant



Cracking the Loyalty Code



Kraft Pop-Up Catering Tray

150093 | 35/cs

Corrugated tray enables the transport of everything from cold salads to heavy pasta dishes, insulating dishes effectively and efficiently

- Strong branding opportunity to drive customer loyalty, leading to repeat purchases and increased sales
- Made from recycled material (corrugated tray only)
- Mix n' match polypropylene trays and containers that fit inside tray to accommodate menu flexibility

Durable



Custom
Printing



Presentation
Ready



78%

of U.S. consumers are willing to pay more to shop with the brands they're loyal to.³

Trust is foundational in building emotional connections and loyalty between a brand and its customers, driven by consistency in quality, transparency, and excellent customer service. Loyalty programs that reward repeat business can further reinforce this bond. Moreover, personalizing interactions and showing that a brand values its patrons can deepen emotional ties.

Attention to detail and unique culinary offerings play a part in creating a lasting impression. Operators can leverage custom packaging and branded merchandise to enhance these experiences and reinforce emotional connections. Focusing on creating unique and memorable experiences encourages customers to share positive stories and become brand advocates.

Special designs, high-quality materials, and special touches turn a simple meal into a noteworthy occasion. Custom packaging not only serves a functional purpose but also enables foodservice providers to convey their brand values, share their story, and connect with customers on a deeper level.

Additionally, eco-friendly packaging options can resonate with environmentally conscious consumers, further strengthening the emotional bond.

By building trust, creating memorable moments, and utilizing custom packaging, foodservice operators can differentiate themselves from competitors and make their brand more recognizable.



Beverage on the Move®

6999 | 20/cs 7175N | 200/cs
7450 | 20/cs

Display company logos, artwork, QR codes or special messages to enhance hot or cold beverage to-go programs and maximize incremental sales

- Proprietary Pop, Fill and Go™ feature automatically inflates bag for fast and easy assembly
- Ships and stores flat
- Recyclable (corrugated shell only, not inner bag)
- Insulates hot beverages for up to two hours, and ideal for all cold non-carbonated drinks



Durable



Custom Printing



Convenience



Custom Printing



Recyclable



Functional

Paperboard Coffee Sleeve

65000 | 1200/cs

Keep your coffee hot and your hands cool with Sabert's embossed paperboard coffee sleeve

- Embossed texture offers aesthetic value while providing insulation from hot beverages
- Made from recycled material
- An ideal canvas for custom print opportunities, perfect for running Limited Time Offers (LTO's)

Campus Cuisine, Eco-Convenience



Earthtel™ r-PRO™ Bowls & Containers

61080180N300 | 300/cs 61080241N300 | 300/cs
61080240N300 | 300/cs 61080321N300 | 300/cs
61080320N300 | 300/cs 5211081N300 | 300/cs

Made with Sabert's proprietary polypropylene blend containing 25% post-consumer recycled content (PCR), the new collection is 100% recyclable and meets APR guidelines for recyclability

- Sleek design and curated stone color, providing a modern, upscale look that enhances both cool and warm-toned foods
- One lid for single stocking convenience with family stacking feature for secure transit
- Multiple depths & designs available for a table ready presentation



Dishwasher Safe



Reusable



Leak Resistant

85%

say it's important
for their campus
to prioritize
sustainability ⁴

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College students today have higher expectations for their campus dining experiences. College & University (C&U) foodservice operators face increasing pressure to enhance their delivery services and eco-friendly practices due to growing student interest. Recent data reveals that while only a third of students have utilized on-campus delivery options, more than two-thirds have turned to external restaurants and grocery stores for meal deliveries⁵, indicating a clear appetite for convenient and environmentally conscious dining solutions within the campus environment.

As students juggle busy schedules and academic pressures, the need for quick and healthy meal options becomes even more critical. Nearly 21% of campus foodservice operators currently offer delivery. However, 88% of students have expressed

strong interest in having delivery options from their school's dining program.

This trend will likely continue growing as more students expect the same convenience and service that they experience off-campus.

In addition to delivery services, students are also calling for providers to implement more sustainable dining practices. This includes reducing food waste, sourcing locally, offering more options for dietary restrictions, and utilizing sustainable food packaging.

Eco-friendly food packaging solutions, made from renewable, compostable or recyclable materials, can balance the need to protect food quality and minimize food waste, while signaling a strong commitment to reducing environmental footprint.



Pulp Ultra™ Containers

4108240D300ULT | 300/cs 49032D300ULT | 300/cs
 46120F300NULT | 300/cs 46130F300ULT | 300/cs
 49148F300ULT | 300/cs

Pulp Ultra™ is our breakthrough line of coated molded fiber solutions engineered to provide the ultimate resistance against moisture, oil and grease while minimizing environmental impact

- Performance comparable to traditional plastic options
- BPI certified commercially compostable and made from renewable resources
- Range of fitness for use applications including freezer, microwave, conventional oven and is turbo-chef safe

EcoEdge™ Wrapped Cutlery Kit

PKPCFKSNKIT | 250/cs

Recyclable patent-pending disposable cutlery line offers a viable and sustainable alternative to plastic cutlery

- Pressed paperboard cutlery derived from plant-based FSC certified renewable resources
- Smooth utensil finish and pleasant feel that does not impact food flavor
- Wrapped Paper Cutlery Kit includes Fork, Knife, Spoon & Napkin



Compostable



Sustainable



Oil & Grease Resistant



Recyclable



Extra Strength



Premium Design

The Fresh Prepared Food Frenzy

NEW!



6.3" PP Round Bowl 71060210D | 564/cs

Polypropylene provides versatility and functionality for processors

- Ideal for film sealing
- A great option for single serve meals or sides
- Perfect for automation, designed with efficiency and performance in mind



Durable



Microwavable



Carrier Tray Ready

6.3" Pulp Bowl 41060190DULT | 600/cs



BPI certified solution for processors

- Pulp Ultra's™ coating provides the ultimate resistance to a variety of menu items
- Refrigerator and freezer safe for up to 30 days
- Designed for automation in processor applications



Compostable



Film Sealable



Freezer Friendly



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Consumers are looking for freshly prepared meals, salads, appetizers, and more when they want a convenient meal solution that still tastes great. According to a recent survey, a significant majority of shoppers are not only seeking fresh food options but are also willing to pay a premium for them, underscoring the importance of this segment for future growth⁷.

Ready-to-eat meals, pre-packaged ingredients, and healthy foods are particularly popular. Offering unique and innovative meal options, such as globally inspired cuisines or dietary-specific dishes, can provide a key differentiator in a competitive marketplace. Grab n' go items, including sides, desserts, and sauces, can potentially boost sales. Today's consumers value convenience, so consider making it easy

to grab a freshly prepared meal on the run.

Food packaging is critical for prepared foods. Invest in high-quality solutions that maintain food integrity, prevent leaks and spills, make items easy to transport and easy to use for preparation. Also, stock up on packaging that is ideal for a variety of grab n' go items. Operators should leverage solutions that merchandise and showcase culinary creations, such as baked goods, to capture the attention of shoppers and drive impulse purchases.

By investing in fresh prepared food offerings, operators can attract a more diverse customer base, including busy families looking for convenient meal options. This strategic focus can not only draw more foot traffic but also encourage repeat visits.

NEW!



Pulp Processor Trays

43110540D320 | 320/cs
43090300D412 | 412/cs

High-performing and sustainable processor solution for both grocery and club-sized heat and eat meal applications

- Designed to be film sealable and with de-nesting features for ease in automation
- Made with Pulp Plus™, suitable for the refrigerator and freezer for an extended period of time
- Microwave and oven safe, allowing consumers to cook and serve from



Refrigerator
Friendly



De-Nesting
Feature



NEW!



EcoSnap™

150342	300/cs	150343	300/cs
150344	300/cs	150345	300/cs
5122060S300	300/cs	5132091S300	300/cs
5122081S300	300/cs	5122092S300	300/cs

EcoSnap™ is new and improved, now featuring a PE lined fluted corrugated paper base for increased durability and streamlined back-of-house operations

- Stackable design for merchandising, storage and transport
- Recyclable PET lid features patent pending audible locking system to snap in freshness and provide ease of use for operators and consumers
- Recyclable paper base reduces plastic use for a variety of menu applications

Premium
Design



Locking Lids with
Audible Snap



Designed
For Display



Lean into Labor Savers



Catering Pop-Top Bowls

12111180N50 | 50/cs 5121111N50 | 50/cs
18110960N50 | 50/cs 18140020N30 | 30/cs
5121110N50 | 50/cs 5121140N30 | 30/cs

Versatile solution streamlines catering operations, reducing labor and increasing efficiency. One or two-compartment base options work across a variety of menu items, offering space savings and SKU rationalization

- Hinged lid folds back, clicks into place and can be rotated 90 degrees to display one or both sides of the base enhancing presentation without additional plating
- Two-compartment option enables operators to manage diverse dietary preferences
- Made from crystal clear PET, these bowls are 100% recyclable



Recyclable



Refrigerator
Friendly



Presentation
Ready



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Operators are facing rising labor and food costs, intensified by California's recent \$20 minimum wage hike. To navigate these economic challenges, innovative labor-saving techniques are crucial for streamlining operations and reducing costs.

One effective strategy is pre-packaging food items during off-peak hours, significantly reducing preparation times and alleviating pressure during busy dayparts. This allows staff to focus more on customer service while enabling operators to make better use of their workforce and kitchen resources. Pre-packaging also helps with portion control, minimizes waste and enhances food safety.

Utilizing versatile packaging solutions that work across a variety of different food applications can simplify inventory management and reduce

storage needs. Compartmented packaging is ideal for meal prep services and catering, reducing contamination and accommodating different dietary requirements.

Implementing strategies and techniques to minimize waste, such as repurposing extra ingredients, can also be beneficial to business and to the bottom line. By reducing waste, operators can significantly improve expenses, as waste contributes to higher operational costs.

By adopting innovative labor-saving techniques like pre-packaging, versatile packaging solutions, off-peak preparation, and waste reduction strategies, foodservice providers can streamline operations, reduce costs, maintain food quality and enhance customer satisfaction.



Pulp Hinged Takeout Containers

42060010F500 | 500/cs 43090010F200 | 200/cs
 42080010F200 | 200/cs 48080030F200 | 200/cs
 42090010F200 | 200/cs 48090030F200 | 200/cs

Quality and performance combined to provide an optimal sustainable solution for takeout and delivery suited for today's dynamic menus

- Reduce SKUs in back of house by only purchasing one item that works for a variety of applications
- Premium hinged design allows for easy opening and closing for both consumers and operators
- Moisture, oil and grease resistant to provide a mess-free dining experience

Paper Rectangle Bowls

PK37016D300 | 300/cs PK37032D300 | 300/cs
 523207D300 | 300/cs

Stylish rectangular paper bowls with polypropylene coating for heat resistance, paired with polypropylene lids provide the perfect blend of convenience and versatility

- Recyclable PP lid and paperboard base
- Suitable for both hot and cold foods
- Microwave safe base & lid, ideal for prepared foods
- Oil and grease resistant to provide superior performance across a variety of menu items



Microwavable

Made from Renewable Resources



Convenience



Grab 'n Go

Stackable



Oil & Grease Resistant



(SMALL) changes = BIG

Practicing authentic sustainability

The foodservice industry is facing new sustainability challenges, especially in food packaging. Evolving regulations, trends and customer expectations are pushing businesses to adapt. To stay competitive, companies need to keep up with packaging innovations, new legislation and consumer priorities.

By exploring the latest innovations, regulatory changes, and consumer preferences, we can provide operators with ways to enhance their sustainability efforts—while meeting the demands of an increasingly environmentally conscious market.

EMBRACING ECO-AUTHENTICITY

The expectations for “sustainable” businesses are constantly evolving, and today’s standards are high. Consumers are becoming increasingly skeptical about sustainability claims, and in some instances, companies are at risk of being seen as “all talk and no action” when it comes to eco-friendly practices.

As businesses continue to establish and refine their sustainability strategies, it’s important to set clear, trackable and achievable goals to avoid claims being perceived as “greenwashing.”

If you’re starting from ground zero, a good first step is to analyze your current footprint:

- Do you offer sustainable packaging?
- What is your food waste reduction plan (do you have one)?
- What sustainability factors are important to your customers?

A flexible approach is key. Do not “set it and forget it,” as strategies evolve with new information, legislation and considerations.

44%

of consumers report feeling a deeper emotional connection to companies that adopt and demonstrate sustainable business practices.¹

63%

of shoppers said they value brand authenticity and want brands to be truthful and transparent about company environmental credentials.¹



Wrapped Compostable Cutlery Kit: White Fork, Knife, Spoon & Napkin, Item Number: CWCFSKN250

CERTIFICATIONS BOOST CREDIBILITY

Food packaging sustainability certifications offer third-party verification of environmental claims. And obtaining these certifications is often a complex and time-consuming process for manufacturers, requiring significant investment in meeting rigorous standards for end-of-life disposal, chain-of-custody and material composition.

For instance, while compostable packaging is inherently sustainable, specific industrial composting conditions are usually required to break down effectively.

Despite the challenges, certifications play a crucial role in combating greenwashing, influencing consumer choices and legitimizing sustainability efforts. To raise awareness and maximize the impact of certifications, operators need to educate customers about their significance. For instance, foodservice providers can use signage and social media to promote eco-friendly initiatives and proper disposal systems for packaging.

63%

of consumers say businesses should communicate more—not less about what they’re doing in the areas of sustainability and social impact.³

34%

of consumers indicate that certifications are the primary way they judge whether a product is environmentally responsible.²

Examples of food packaging certifications



1 OnePoll, 2024

2 GlobalScan, 2022

3 TriplePundit 3BL, 2024

4 Statista, 2024

5 Alto-Shaam, 2024

6 <https://www.epa.gov/newsreleases/biden-harris-administration-announces-national-strategy-reduce-food-loss-and-waste-and>

7 Kerry, 2023

Impact



Pulp 32 oz. Folding Carton, Item Number: 43080320FPC150

DEVELOPING A SUSTAINABLE PACKAGING APPROACH

Sustainability isn't a one-size-fits-all solution—every business has a unique set of needs and requirements that must be considered, especially when it comes to food packaging.

Once you've assessed that sustainable packaging will work for your operation, consider the following:

Environmental impact – Understand the environmental impacts at every stage of packaging lifecycle, from cradle to grave.

Functionality – It's essential that the packaging effectively protects the food, maintains its quality, and meets health and safety standards.

Regulatory compliance – Ensure the chosen materials comply with local and national regulations.

Engage suppliers – Talk to your packaging supplier about your goals and explore how they can help build a portfolio of eco-friendly packaging tailored to your needs.

Pilot – Start with a pilot project to test the new packaging. Gather feedback, adjust as necessary and gradually expand the use of sustainable packaging across your business.

46% of U.S. consumers say that eco-friendly packaging is an important aspect of sustainability.⁴

91% of consumers are changing their purchasing habits to reduce food waste.⁷

91%

FIGHTING THE GOOD FIGHT

Food waste is a pressing societal challenge. All food waste in the U.S. combined is the equivalent of the greenhouse emissions of 37m cars and an estimated \$162bn every year in costs related to wasted food.⁵

Food waste is also a primary contributor to greenhouse gas emissions, overuse of freshwater resources, and land degradation—issues that clearly can't be ignored.

The U.S. Environmental Protection Agency, the U.S. Department of Agriculture and the U.S. Food and Drug Administration recently announced the "National Strategy for Reducing Food Loss and Waste and Recycling Organics," charting a course to [reduce the nation's food loss and waste by 50% by 2030](#).⁶

Foodservice operators can incorporate tackling food waste into their overall sustainability strategy. Well-designed and high-quality food packaging can protect the food from damage during transportation, extend its shelf life and maintain its quality and safety. By doing so, it can be a powerful tool in reducing the amount of wasted food.

For example, compartmented food packaging can diminish food waste by helping to preserve food integrity, reduce food migration, and limit the need to use multiple containers for takeout orders.

Sustainable food packaging, made from renewable, compostable, or recyclable materials, can balance the need to protect food quality while minimizing the environmental footprint.

Simple ways to alleviate food waste that can resonate with concerned consumers:

- "Rightsize" food portions
- Donate extra food to local organizations
- Embrace smart and sustainable packaging solutions

Collaborating with Suppliers

There is only so much a foodservice provider can do to improve sustainability outcomes by themselves. Effective sustainability efforts require the right partnerships and suppliers to help businesses meet and sometimes surpass their sustainability goals. A packaging manufacturer and a foodservice operator can work together to develop customized sustainable packaging that meets specific needs.

When looking to identify a packaging partner, consider:

Sustainability Commitments – Does the partner have a clear sustainability policy? Do they engage in sustainable practices themselves?

Expertise and Experience – What is their experience in sustainable packaging and the industry?

Customer Service – Good customer service is a must. Make sure your partner offers support and is responsive.

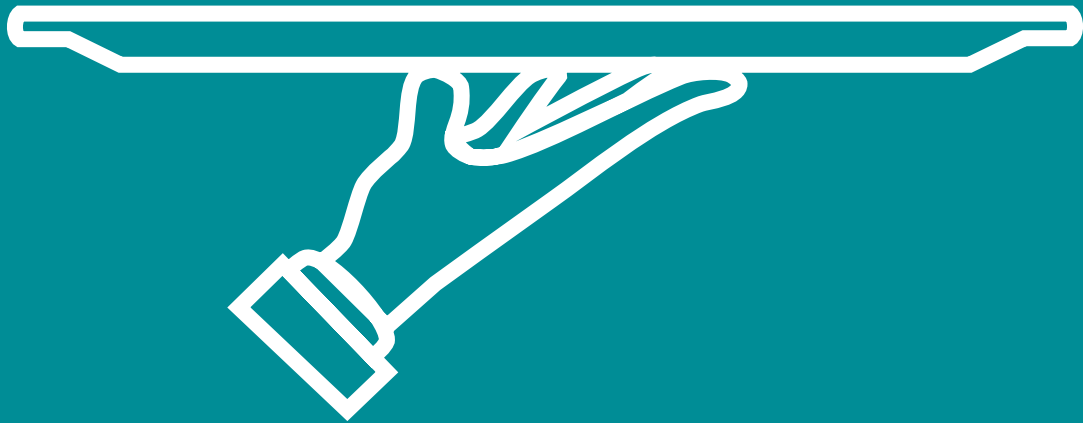
Innovation and Technology – Are they investing in innovation and technology to offer advances and efficient sustainable packaging solutions?

Certification and Standards – Check for relevant certifications related to sustainability and safety.

Cater the Opportunity

Catering offers foodservice operators a lucrative opportunity to expand their business and drive growth, especially with the return to office life and increasing demand for convenience. As consumers seek more catering options in their daily lives, operators who capitalize on this trend can boost both revenue and profits

Download this guide and discover strategies and insights to help businesses of all sizes reimagine their catering strategy and harness its full potential.



THINK STRONG



THINK QUALITY



THINK FRESH



THINK GREEN



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



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