

# SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

## DAWN TO DUSK DINING

*How to Capitalize on Every Daypart*

Pulp Portion Cups  
Page 12

Twist & Crispy™  
Page 11



# INSIGHTS

Consumers today have become increasingly discerning when it comes to their food choices. From convenience to sustainability, there are a lot of factors on the table for foodservice operators to consider. Building a path to success hinges on adapting and evolving operations in line with changing preferences and circumstances.

Understanding dining patterns is a powerful tool in helping foodservice providers make informed decisions that can enhance efficiency and profitability. By keeping a finger on the pulse of when, how and what consumers eat, operators can ensure that their menu offerings, service styles and food packaging solutions align with the needs and desires of their customers. From supermarkets to distributors, Sabert's Sales Leaders chime in on what they see trending in foodservice and the role food packaging plays in the overall dining experience.

## CATERING TO CONSUMER NEEDS

As eating habits evolve, operators must seize opportunities to expand their market share across different dayparts, and catering is one way for foodservice providers to gain traction. Whether catering to entire companies or small gatherings, the right food packaging solutions are essential for meeting consumer needs. This preparedness ensures a successful catering business, fosters customer loyalty, and drives revenue growth.

Collaborating with distributors, we extend our support through competitive pricing and a comprehensive catering program encompassing diverse packaging solutions. These include various substrates, considerations for fitness of use, and flexibility, empowering distributors to address any and all of their customers' needs. While sustainability is a focal point, operators remain cautious and are testing the waters to ensure eco-friendly packaging maintains the same quality and functionality as traditional packaging.

By staying attuned to shifting consumer preferences and leveraging the right food packaging solutions, operators can position themselves for long-term success in the catering industry.



**KELLY BEST**

Vice President, Sales, Foodservice, Sabert Corporation

## REDEFINING CONVENIENCE

There's a growing demand for convenience across all foodservice sectors. The grab-n-go concept continues to gain traction, with a shift towards fresher and premade snack options.

Quick-service restaurants (QSRs) recognize the increasing preference for on-the-go eating and are expanding drive-through options to cater to customers seeking convenience without leaving their vehicles. However, securing real estate for such expansions is becoming increasingly challenging.

In response to changing consumer demographics, national restaurant chains are redefining their concepts to cater to both boomers, who value service, and Gen Xers, who prioritize convenience. This includes offering premium salads that are both convenient and appealing across generations. Moreover, there's recognition that value-driven offerings, such as all-you-can-eat promotions and loyalty programs, can be effective at attracting younger customers.

Sustainability is also emerging as a crucial consideration for casual diners, prompting operators to evaluate their operations and packaging choices. Overall, the industry is navigating a landscape where convenience, sustainability, and generational preferences are all critical factors and key drivers of innovation.



**TOMIA SMITH**

Vice President, Sales, National Accounts, Sabert Corporation

## GREENER PASTURES

Food packaging trends across the grocery, supermarket, and processor markets indicate the continued importance of meeting aggressive sustainability targets. When it comes to food packaging choices, operators are expanding the use of post-consumer recycled content (PCR) and fiber-based alternatives to help move them closer to these goals.

The shift towards pulp and PFAS-Free fiber packaging also connects to trends we see with the rising interest in home meal replacement offerings. Processors are considering adopting microwavable and reheatable containers that can be film-sealed vs. lidded, a move aimed at reducing plastic usage through efficient film application.

Private label brands are also having a moment. Retailers are pushing more marketing resources and energy into their own brands and less into consumer brands. Sustainable packaging is also key in this area. Embracing eco-friendly packaging not only aligns with consumer expectations but can also enhance brand reputation to drive growth in the private label sector.



**MICHAEL VAN LOH**

Vice President, Sales, Supermarkets and Processors, Sabert Corporation

*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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Despite efforts to promote a healthier work-life balance, many employees are skipping lunch, prompting employers to use catering services to encourage meal breaks and boost morale.

# 2024 Food Trends

# SUNRISE TO SUNSET

## BREAKFAST

Health and wellness trends remain top factors when selecting morning meals<sup>2</sup> and today's convenience culture continues to drive purchases with high demand for **grab-n-go and ready-to-heat**.



### Key: all-day availability

Many consumers now enjoy traditional morning flavors around the clock<sup>2</sup>



### Breakfast Keynote Report

@Datassential

**58% of consumers who eat breakfast away from home do so because of convenience<sup>3</sup>**



Featured: Kraft Small Catering Tray (item #9631)



### Global Breakfast Market Outlook

@ExpertMarketResearch

Morning meals are projected to reach U.S. market value of **\$725.20B by 2032<sup>4</sup>**



### Blurring the Daypart Lines

@NationalRestaurantNews

**Breakfast delivery is on the uptick<sup>1</sup>**—be sure your menu is prepared to travel

## MIDDAY/LUNCH

Sandwiches and wraps continue to be the most popular foods, and **simplicity, convenience, healthy options and global flavors** are top purchase priorities.<sup>5</sup>



**Millennials** top the away-from-home lunch consumers, followed closely by **Gen Z<sup>6</sup>**



Clear 8in 48 oz. On-The-Go Round Bowl (item #11080480N240)



Lunch trends: consumers seek healthy options and plant forward or plant-based selections<sup>8</sup>



**92% of foodservice operators** serve lunch—61% offering a dedicated lunch menu<sup>9</sup>

**More than 10% of all dining dollars are now spent from 8am-1pm on Saturdays, replacing Friday lunch as the industry's peak period<sup>8</sup>**



8in x 8in Pulp Hinged Square Container (item #42080010F200)



**Employers are providing free lunches to save employees money and build morale<sup>7</sup>**

1 Blurring the Daypart Lines, National Restaurant News, Sept. 2022

2 Market Growth Drivers Digital Journal 2023

3 Datassential Breakfast Keynote Report 2023

4 Expert Market Research Global Breakfast Food Market Outlook 2023

5 Mintel US Approach to Lunch Market Report 2023

6 IFMA The New Lunch Operator & Consumer

7 ezCater, The LunchReport, 2023

8 Restaurant Business Online, Saturday Brunch is Now Restaurant's Busiest Daypart, Aug. 2023

9 Nestle Top 2024 Food & Beverage Industry Trends

Today's consumer demand for meal flexibility and variety is shifting the foodservice landscape. The lines between dayparts are more fluid than ever as customers no longer stick to traditional mealtimes. Remote and hybrid work schedules are upending traditional routines, and new patterns are emerging to fit these lifestyles.

All-day breakfast and late-night restaurant menus cater to flexible schedules, and mobile ordering and delivery services have expanded beyond traditional means. Operators can ensure their businesses, menus and promos cater to these evolving preferences by staying on top of the latest insights.

## AFTERNOON/SNACKS

Spicy, global flavors are a hit with snack time—and Gen Z and Millennials were more than twice as likely as Boomers to increase their snack intake this past year.<sup>10</sup>



Half-portion entrees, hot and cold bars are perfect for snacking moments



78% of operators say that snacks are profitable and 77% say that they sell well<sup>10</sup>



50% of operators say their snack sales have increased in the past year<sup>10</sup>



49% of consumers say that snacking is an important part of healthy eating<sup>10</sup>



**Snacking Keynote Report**  
@Datassential

**66%** of consumers believe that anything can be a snack<sup>10</sup>



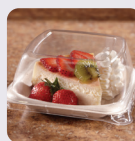
Clear 19.5 oz. Two-Compartment Medium Snack Box (11.5-8 oz.) (item #169572B450)

## EVENING/LATE NIGHT/DESSERTS

Indulgent, sweet treats are favored as health-conscious trends are often overlooked at dessert time. Taste and flavor beat price considerations when it comes to choosing a dessert option.



Many consumers enjoy desserts as snacks, opening more opportunities for grab-and-go, take-home and convenience-driven options<sup>14</sup>



**Late night leads the daypart for dessert timing at 26%<sup>16</sup>**

Pulp Small Sandwich Container (item #400606D300) and Clear Lid for Pulp Small Sandwich Container (item #530606D300)

**Desserts drive dollars: 21% of consumers** say they had a dessert every day, 63% within the past day and **95% within the past week<sup>15</sup>**

## DINNER

Consumers are resetting mealtime clocks, shifting peak business times for foodservice operators. Be sure to adjust staffing to meet the needs of the different dining periods.



**50% of supermarket operators are actively trying to grow their sales during dinner dayparts<sup>11</sup>**



Classic Single Color Clear 10in x 10in Square Hinged Take-out Container (item #H52100420F180)

**Grab-and-go meal sales trend higher as the day progresses with 81% prefer dinner-to-go, compared to 76% lunch and 57% breakfast<sup>12</sup>**



The "hybrid meal" approach to at-home meal prep continues to increase with consumers' mixing ready-made, hot- and cold-bar store items



**Uber trips to restaurants in the 4pm hour have increased almost 10% since 2019<sup>9</sup>**



Friday at 6pm keeps its spot as the most popular time to order food for delivery or pickup<sup>14</sup>

10 Datassential Snacking Keynote Report 2023

11 Datassential, Supermarket Prepared, 2023

12 The Rise of Grab-and-Go in Foodservice, Hubert

13 DoorDash Reveals Consumer's Favorite Foods to Order for Delivery, Restaurant Business, May 2022

14 Grab and Go Home Is a Rising Foodservice Occasion for C-Stores, CS News, May 2022

15 Datassential, Trendspotting Dessert Decadence, Vol 114

16 Datassential Desserts Keynote Report, 2023

# From Trend To Table

**NEW!**

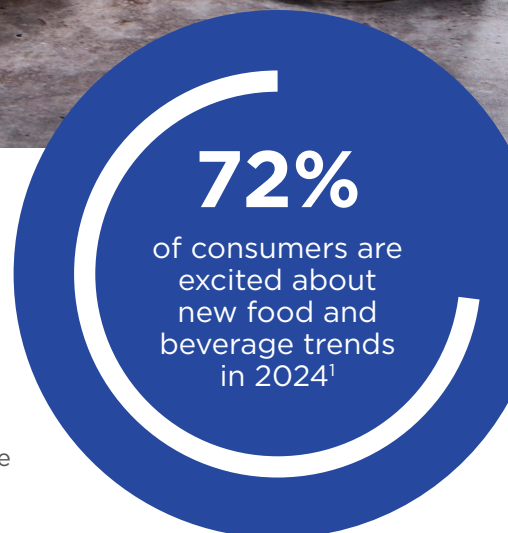
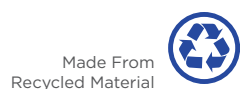


## Earthtel™ r-PRO™ Round Bowls

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

*A 100%, fully recyclable and microwavable Polypropylene round bowl, in multiple sizes to fit a variety of menu applications*

- Made with Post Consumer Recycled content
- Enhanced stacking features for stability
- Reheatable and refrigerator friendly, these containers offer convenience and style



This publication is printed on recycled paper.

Staying on top of what's hot in food innovation can transform a menu from boring to buzzworthy. In a competitive landscape, tapping into the latest food trends creates opportunities to offer customers fresh and unique dining experiences. Operators can start by analyzing their current menu and evaluating their customers' preferences, which can signal the new flavors and items they should consider without compromising what keeps customers coming back.

Market research also provides valuable data and a sneak peek at what's new and next, such as global-inspired entrees to picture-perfect sweet treats. Additionally, cues from social media often set the stage for what food items are going viral. By positioning a trendy dish on the menu as a special or limited time offer, foodservice establishments

can encourage Instagrammable moments, increase visibility and attract new customers.

As consumers increasingly prioritize environmental responsibility, operators can incorporate locally sourced or organic ingredients into the menu to appeal to these eco-conscious customers.

Foodservice providers must also pay close attention to the packaging of their culinary creations. Well-designed, versatile, and functional packaging suitable for a wide range of cuisines ensures customers can enjoy their innovative fare, whether they are on the move or having it delivered. Recyclable options and other eco-friendly solutions can also help operators align with customer expectations without compromising quality.



## Pulp Plus™ All-in-One Taco Tray

47090030D300PLS | 300/cs

*The compostable Pulp Plus™ All-in-One Taco Tray provides the complete taco solution for take-out and delivery*

- PFAS-Free formula complies with legislation and meets performance expectations
- Enhanced moisture resistance to reduce “soggy” bottoms with warm foods
- Holds up to three tacos upright to prevent any topping spills, ensuring food quality remains intact during takeout and delivery, and helps present a picture-perfect meal

## Classic 10” x 10” Square Hinged Containers

H52100420F180 | 180/cs H72100420F180 | 180/cs  
H58100030F180 | 180/cs H78100030F180 | 180/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



# Micro Markets Grow into Big Business

COMING SOON!



No intentionally added PFAS

## Kraft 44 oz. Paper Square Bowl

512205D300N | 300/cs

PK27044D300 | 300/cs

*Perfect for serving a wide array of both warm and cold foods, offering both convenience and sustainability in every bite*

- Fully recyclable paperboard base and PET Lid
- Grease resistant for protection against greasy foods
- Stackable design for ease of merchandising, storage and transportation

57%

of consumers report that they would consider purchasing food or beverages from a micro market if it were at their place of work or school.<sup>2</sup>



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Micro markets have gained significant momentum in recent years, revolutionizing the traditional concept of dining and snacking. Industry experts anticipate the launch of another 30,000 micro markets in the next five years. Operators have an opportunity to capitalize on the micro markets trend, generating additional revenue and higher profit margins while accommodating customer needs.

Typically found in convenient locations such as office buildings, universities and hospitals, these small-scale markets are usually equipped with self-checkout kiosks, offering a more flexible and personalized experience. Unlike some vending machines with a limited selection, micro markets

typically feature temperature-controlled open shelves and coolers, allowing health-conscious customers to choose from a wider variety of fresh and nutritious options.

Food packaging is a crucial element in the success of micro markets. Versatile and visually appealing packaging is essential to attract consumers, ensure food safety and extend shelf life. Operators can offer grab-and-go items in durable, resealable, and stackable containers, making snacking and meals convenient for busy, on-the-go customers. They can also utilize eco-friendly options like compostable or recyclable containers to promote sustainability that aligns with consumer values.



## Compostable Cutlery Kit

CWCFSKN250 | 250/cs

*Sustainable and compostable single-use cutlery made with plant-based bioplastic, PLA*

- Includes compostable fork, knife, spoon and napkin inside compostable wrapper
- Crystallized PLA improves rigidity, performance and heat tolerances up to 185° F
- Strong for a wide variety of food applications, without breaking or bending during use
- Kit provides convenience and sanitation all wrapped up with sustainability

## Clear On-The-Go Round Bowls

11070160N300	300/cs	11080480N240	240/cs
11070240N300	300/cs	5111070N300	300/cs
11070320N300	300/cs	5112070N300	300/cs
11080240N240	240/cs	5112081N240	240/cs
11080320N240	240/cs		

*Ergonomic bowls with easy-to-apply lids help increase back-of-house efficiencies*

- Grooved base silhouette improves handling for operators in back of house and consumers eating on the go
- Splash-resistant lids help to ensure a mess-free delivery
- Made from 100% recyclable clear PET



Compostable



Convenience



Functional



Refrigerator Friendly



Grab 'n Go



Recyclable

# Kids Menus Get Sophisticated

**NEW!**



## Pulp Hinged Containers

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

*Combines quality and performance to provide a sustainable solution for takeout and delivery across a variety of menu applications*

- Strong and robust lock maintains secure closure during transit, eliminating leaks and spills
- Moisture, oil and grease resistant to provide a mess-free dining experience
- Versatile performance allows operators to reduce SKU count
- Commercially compostable where facilities exist



Compostable



Oil & Grease  
Resistant



Microwavable

**49%**

of Gen Alpha parents said eating a balanced diet was very important when deciding what to feed their children and 45% said building a taste for healthier foods was also important.<sup>3</sup>

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Parents are increasingly seeking healthier and more diverse options for their children. Recognizing that healthy eating habits start at a young age, they want to provide their children with balanced and nutrient-rich meals. Additionally, parents are looking to broaden their little ones' palates, encouraging them to try new tastes and flavors beyond the usual 'kid food.' In response to this shift, foodservice operators need to rethink the kids' menu to offer dishes made from fresh, high-quality ingredients and consider offering a range of international options. The demand for organically sourced and plant-based options for kids is also on the rise.

Upgrading children's menus can set a business apart from competitors. Knowing

that parents can rely on your business for nutritious, appealing meals for children increases the likelihood for them to not only choose a location, but to also become repeat customers.

How food is presented and packaged plays a significant role in the overall experience, especially when it comes to off-premises meals or saving leftovers. Convenient and well-designed packaging helps maintain food quality and keeps menu items safe and secure. Operators can also consider leveraging eco-friendly solutions to demonstrate a commitment to future health and sustainability. Parents are not just looking to feed their children; they are looking for variety, quality and diversity.

**COMING SOON!**



### 5"x7" Leftover Container

H83070240F438 | 438/cs

*Make it easy to take food home and help minimize food waste with perfectly sized hinged containers*

- Keeps food secure during transport
- Dual, easy open tabs make handling simple while locking lids prevent leaks
- Reheatable and refrigerator friendly, these containers offer convenience and durability



Hinged



Microwavable



Leak Resistant

**COMING SOON!**



### EcoEdge™ Paper Cutlery Kits

PKPCFKSNKIT | 250/cs

PKWPC1000 | 1000/cs

PKWPCF1000 | 1000/cs

PKWPCS1000 | 1000/cs

*Combining performance with sustainability, new patent pending EcoEdge™ Paper Cutlery range is the ultimate solution for any occasion*

- Pressed paperboard cutlery derived from plant-based FSC certified renewable resources
- Smooth utensil finish and pleasant feel that does not impact food flavor
- Packaged in compostable wrappers to provide a sanitary and sustainable convenience



Premium Design



Extra Strength



Sustainable

# Limited Menus, Expanded Sauces

**COMING SOON!**



## Twist & Crispy™

72060110N366 | 366/cs    5232091N328 | 328/cs  
5222061N366 | 366/cs    72080220N324 | 324/cs  
73090180N328 | 328/cs    5222080N324 | 324/cs

*A unique solution that handles crisp or saucier menu applications. Go from fully vented to completely sealed with just a twist and keep food crispy for 30+ minutes!*

- SKU consolidation opportunity - one container for crispy and saucy foods!
- Aesthetic corner ribbing provides strength for stackability
- Multiple sizes to accommodate various menu selections

Premium  
Design



Microwavable



Heat Lamp Safe



**47%**

of operators consider trend-forward sauces, condiments, and dressings key differentiators in a competitive market<sup>4</sup>

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From sweet to savory, sauces have become a go-to way to take flavor experiences to bold new heights. Given the popularity of personalization, signature sauce options can turn standard dishes into crave-worthy customized creations that create buzz and attract customers. Operators can pair menu offerings such as chicken wings or international fare with creative sauces, eye-catching condiments, or distinct dressings to turn classic items into trendy ones.

Expanded sauce options also enable food service establishments to adopt smaller, more focused menus, which can be a cost-effective way to streamline operations and reduce waste. Tried and true dishes can easily be dressed up by incorporating new, limited-edition toppings

to add variety and spark curiosity to keep consumers coming back for more. Implementing a sauce strategy can also serve as a powerful marketing tool, creating a unique brand identity and a strong point of differentiation in a crowded marketplace.

The right food packaging ensures that well-curated menu offerings are protected and delivered in style. Leveraging versatile and high-performing solutions that stand up against a wide array of food types can help improve inventory management and contribute to a more efficient operation. Operators looking to appeal to eco-conscious consumers can opt for sustainable packaging options to enhance the customer experience while reducing environmental impact.

**NEW!**



## Pulp Portion Cups

41020010D200 | 2000/cs 41030040D2000 | 2000/cs  
 41020020D2000 | 2000/cs 5111030D2000 | 2000/cs  
 5111020D2000 | 2000/cs 5411030D2000 | 2000/cs  
 5411020D2000 | 2000/cs

*Elevate your takeout and delivery game with Pulp Portion Cups - the greener choice for operators committed to making a sustainable impact*

- Available in the three most popular sizes to accommodate a variety of dips and sauces
- Stackable and secure lid fit offered in both clear PET and Pulp options
- Suitable for both hot and cold applications
- Commercially compostable where facilities exist



Natural Look



Bio-based and Compostable



Leak Resistant

## Pulp Ultra™ 16 and 28 oz. Containers

46617D150ULT | 150/cs  
 48632D150ULT | 150/cs



*Pulp Ultra™ is the ultimate solution for oil-heavy and more intense menu applications*

- PFAS-Free coating provides strong protection for aggressive moisture and oil-heavy foods, such as proteins and saucy bowls
- Helps reduce “soggy” bottom, especially with hot foods
- Ideal for use in chilled and frozen environments and for multi-day refrigeration



Oil & Grease Resistant



Bio-based and Compostable



Natural Look

# Rewind it Back to Nostalgic Favorites

**COMING SOON!**



## Angel Food Bakeable Tray and Post-Bake Lid

31090580D300 | 300/cs

5112091D300 | 300/cs

*Bake It, Sell It, Serve It- A sweet addition to your bakery portfolio*

- Bake directly in container for no messy transfers
- Post-bake PET lid for elevated merchandising
- 8" size is perfect for supermarket bakery applications

**69%**

of North American consumers are looking for nostalgic, familiar culinary experiences<sup>5</sup>



Ovenable



Convenient



Premium Design

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Consumers are yearning for a taste of the good old days and seeking comfort in familiar flavors that evoke fond memories. This craving for nostalgia creates a unique opportunity for operators to capture the essence of childhood favorites and transform them into memorable and profitable dining experiences.

For instance, items like macaroni and cheese and cozy casseroles are making their way back onto more menus, offering a taste of warmth and a walk down memory lane. Retro-inspired desserts are also gaining traction, harkening back to simpler days.

Incorporating nostalgic elements into dishes with modern twists can serve as a bridge between the past and the present, providing customers the comfort of familiar tastes while exploring new flavors. Consider a menu based on popular dishes from different decades or bring back old-school fan favorites to transport diners back in time.

Beyond the menu, creating a positive dining experience can't be overlooked. Food packaging that is durable, convenient and eco-friendly can improve overall customer satisfaction and drive loyalty and sales.

**COMING SOON!**



## Kraft Paper Rectangle Bowls

PK37016D300 | 300/cs 523207D30 | 300/cs

PK37032D300 | 300/cs

*Stylish rectangular paper bowls with polypropylene coating and lid for the perfect blend of convenience and versatility*

- Ideal for both hot and cold foods
- Oil and grease resistant
- Fully recyclable
- Microwavable
- Available in 16oz and 32oz sizes

Microwavable



Recyclable



Oil & Grease Resistant



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

# Take a Lunch Break

**NEW!**



## Catering Pop-Top Bowls

12111180N50 | 50/cs  
18110960N50 | 50/cs  
5121110N50 | 50/cs

5121111N50 | 50/cs  
18140020N30 | 30/cs  
5121140N30 | 30/cs

*A new and innovative catering bowl line perfect for all events*

- Compartmented base options support menu variety and SKU reduction
- Hinged lid can be rotated 90 degrees to expose one or both sides of the bowl
- Lid design facilitates optimal stacking and secure transport



Recyclable

Multiple Sizes Available



Refrigerator Friendly



Nearly half of workers  
**(48%)**  
skip lunch at least once a week<sup>6</sup>

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Despite office trends promoting a healthier work-life balance, a growing number of employees are falling into the habit of skipping lunch breaks. Without taking time to rest and refuel, workers are being impacted mentally and physically, leading to increased stress and decreased productivity. Employers are turning to catering services to address this issue, encouraging their employees to take a much-needed meal break during the workday.

By offering a variety of delicious and nutritious options delivered directly to the workplace, employers are demonstrating a commitment to their employees' well-being, which can boost morale and job satisfaction.

Providing lunch is also a company perk used as a low-cost incentive for hybrid workers to come into the office. Encouraging lunch breaks makes employees feel more valued and satisfied, leading to increased loyalty and a higher retention rate.

Quality food packaging is integral to the success of any catering operation, helping to preserve the quality and freshness of the meals while enhancing the overall presentation. Compartmentalized packaging for meals with multiple components can help keep different food items separate, preventing unwanted mixing. Operators should also look at adopting packaging solutions that are safe and secure to prevent



**NEW!**



**NEW!**

## Mozaik® PP Black Rectangle Platters

9318PP | 25/cs    9322PP | 25/cs

*Durable rectangle platters with elevated design to display at any gathering*

- Transitioned to polypropylene for improved sustainability
- Ideal for both hot and colds foods
- Clear lids for enhanced transparency and merchandising

## PP White Plates

6IMP144WPP | 144/cs    10IMP144WPP | 144/cs  
9IMP144WPP | 144/cs

*Complete your sustainable bundle with the newly transitioned white polypropylene plates*

- White colorway offers a clean and sleek aesthetic
- Subtle white decorative rings create an elevated look
- Enhanced durability with the transition to PP



# SAVE TIME, SAVOR

Now more than ever, prepackaged foods check all the boxes. Whether dining in their cars or grabbing a snack or meal for later in the day, today's savvy consumers want options that blur the dayparts. But that's not all—they also want the right sustainable and aesthetic packaging options to transport their culinary goods.

## THE PREPARED-FOODS PHENOMENON

*Increase customer loyalty*

# 84%

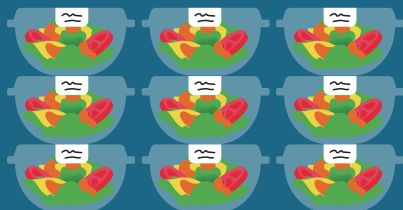
of consumers visit the prepared-foods department during grocery trips<sup>1</sup>

Ready-to-heat meals continue to thrive despite inflation<sup>4</sup>

# 70%

of consumers bought prepared food over a 90-day span<sup>2</sup>

Grocery stores serve as grab-n-go destinations and compete with restaurants on delivery apps<sup>1</sup>



### MIDDAY and LATE AFTERNOON

are the top times for grocery store prepared food purchases<sup>3</sup>



Since the pandemic, grocers are capitalizing on the **POSSIBILITIES OF PREPARED FOODS**<sup>2</sup>

3 out of 4 of consumers say the quality and offerings influence where they shop<sup>2</sup>

# 61%

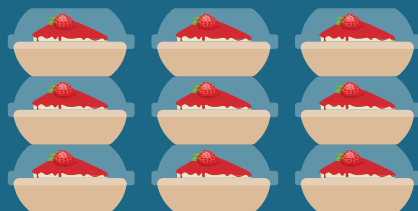
 of shoppers say they always browse the department at their local grocery store<sup>3</sup>

55% of shoppers want easier shopping in the grab-and-go section<sup>1</sup>

# 60%

**SALES INCREASE**

in the perimeter the past 12 months, with an expected 65% increase the next 12 months<sup>4</sup>



## WELCOME to the PREPARED FOODS OPPORTUNITY

Foodservice establishments have an opportunity to capitalize on consumer demand by expanding and promoting their ready-to-eat meal options.

1 Datassential, Supermarket Prepared, 2023

2 The Rise of Supermarket Prepared Foods, Progressive Grocer, Nov. 2023

3 Consumer Appetite Grows for Grocery Store Foodservice, Supermarket News, Nov. 2022

2022

4 Supermarket News, 2023 Fresh Foods Trends Survey

5 New Data Shows Consumers Increasingly Choose Products in Sustainable Packaging, Packaging Strategies, April 2023

# MORE: *The Rise of Prepared Foods*

## THE POWER OF PREPARED DAYPARTS

25% of operators report  
**40% or more**  
of revenue from prepared foods<sup>1</sup>

**9 in 10**  
operators anticipate increased  
sales in the upcoming year<sup>1</sup>

## REASONS FOR BUYING PREPARED FOODS

- 64% say prep time is the most significant barrier to cooking a nutritious meal<sup>2</sup>
- The variety and quality of prepared foods has improved<sup>2</sup>
- Their locations are the most convenience/easiest<sup>2</sup>

## THE RIGHT PACKAGING MATTERS

The wrong packaging can ruin the customer experience and result in the loss of future sales

Proper packaging is key for protection and visual appeal



## STRENGTH IN SUSTAINABLE PACKAGING

**82%** are willing to pay more for sustainable packaging, indicating that this remains a consumer priority<sup>5</sup>

**55%** are extremely or very concerned about the environmental impact of product packaging<sup>2</sup>



## CONSIDER THE MOVE TO PULP PRODUCE TRAYS



Featured Pulp 2S Produce Trays (item #43080100D420TPLS); Pulp 3P Produce Tray (item #43090220DULT)

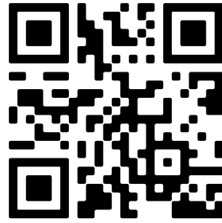
Ideal for prepared foods, fruits, veggies and meats, Pulp Produce Trays can demonstrate a commitment to eco-friendly practices.

- Perfect replacement solution for foam trays
- Durable design withstands overwrap and film sealing
- Made with PFAS-Free Pulp
- Industrial and home compostable
- Compliant with BPI and ASTM guidelines
- Proprietary Pulp Plus™ provides enhanced moisture resistance and refrigerated shelf time up to 7 days
- Natural pulp color pairs perfectly with colorful, fresh produce for farm-to-table look

# Spring into Sustainability

Join us on this journey towards a greener future for the foodservice industry! In today's fast-paced world, where environmental concerns are paramount, it has become crucial for foodservice operators to adopt sustainable practices.

**Download this guide and gain valuable insights and practical tips designed to help you navigate the world of sustainable food packaging.**



**THINK STRONG**



**THINK QUALITY**



**THINK FRESH**



**THINK GREEN**



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



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