Put a Lid on It

Packaging advances help restaurant operators make the most of takeout programs

Going Beyond Functionality | Grab-and-Go on the Rise | Taking Care of the Environment
Bags, boxes, and cups can go further than simple functionality

Food and drink containers can do more than just transport food from the restaurant to a destination. A little creative thinking can go a long way toward getting more bang for your packaging buck.

For example, some operators use paper cups and food packaging as a vehicle for promotions. Customers can purchase a participating menu item and peel back a label to see if they’ve won a prize. Or they can scan a QR code or Snap Tag on the packaging with their mobile device to give instant access to offers, content promotion, or product information. Additionally, customers can access a brand’s website and type in a code on the cup to reveal a prize. Either way, the process should be seamless for the consumer if operators want to get the most benefit from packaging promotions, says Jeannine Scherzer, marketing manager at International Paper, a maker of paper and packaging products.

“Although these promotions are still some of the most popular ones for limited-time prize giveaways, we’ve seen an evolution from ‘play-to-win’ to supporting an overall social media campaign and greater interaction with the packaging,” Scherzer says. “For example, we see operators using sites like Twitter and Instagram to promote customers to take photos of their experiences with branded packaging and even add a hashtag in hopes that their brand will begin trending on a broader scale. These are now being promoted on the package and can be changed frequently at minimal cost to the operator.”

There is also an opportunity to feature promotional capabilities that add value to the container, such as color-changing ink that can also work in an operator’s overall marketing program, Scherzer says. For example, special color ink on cups can change depending on the temperature of the liquid inside, or a message can be revealed when a container is filled with product, be it liquids or ice cream or frozen yogurt. This is especially suitable for kids’ meals or other products geared to children.

“This can get the most out of your package by making it work harder for you and add value at minimal cost,” Scherzer says. “Packaging goes beyond its functionality to drive sales.”

Using packaging as a portable billboard can extend its advertising life and allow it to continue to market the brand. Accurate Box Company is one of the largest independent box manufacturers of litho-laminate packaging in the U.S. Its goal is to help its customer base break out of the simple box when it comes to packaging. Accurate Box Company is celebrating its 70th year in business, and all products are made on-site at its Paterson, New Jersey, facility. The company also offers graphics designs, plate and die making, and all facets of production. The company is primarily a printer, and its forte lies in creating unusual styles of corrugated packaging with bright colors, crisp pictures, and eye-catching lettering that attracts the consumer’s eye and makes the brand stand out.

“Our packaging is bright-looking and brings pop and pizzazz to the brand,” says Mark Schlossman, executive vice president and COO. “We are looking to introduce new concepts for quick-service restaurants.”

Accurate Box Company’s products are most suitable for transporting larger quantities of food, so the company does not focus on packaging for individual items at quick-service chains. Instead, it is developing to-go packaging for multiple menu items that are transported to homes or offices, or used for tailgating. For example, the company produces a package for Bojangles’ consumers who transport multiple menu items in a single box. Dubbed the “tailgate box,” this container has a handle and prominently displays the brand’s name and colors. In addition, the box will most likely be displayed at gatherings and, due to its sturdy construction, may have a life beyond its original use.

“We have begun to tap into the take-out or take-home business for quick-service brands,” Schlossman says. “We also want to focus on improving the experience for the consumer.”

Accurate Box Company creates packages that meet a multitude of needs. How the box functions, how it will fit into a pantry for later use, if it has handles for ease of use, and other concerns go into the design, all while satisfying the demands of both restaurant operator and consumer. In addition, a coupon can be placed on the box and extra writing and advertising can be displayed inside the box. For variety, graphics can be easily changed as marketing needs change or for seasonal offerings, since all work is done in-house.

“We can sit down with each brand and design packaging that fits [its] specifications and is unique to each brand,” Schlossman says.
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Menus on the Move

Busy consumers are getting even busier, and takeout is grabbing a greater share of the quick-serve and fast-casual business for that reason. An ever-growing number of menu items are taken back to the home or office by harried, on-the-go diners. This also means there’s greater demand for creative and improved portability and functionality in product packaging for takeout items. If operators expect to gain market share from the to-go trend, they need to provide packaging that preserves the quality of the food while in transit.

Packaging is a vital aspect of takeout, and more than one-third of consumers consider high-quality packaging an important factor in deciding where to order food, according to Technomic, a food industry research firm. In addition, increased functionality, such as the ability to reheat or store leftover food, is also important. Consumers expect the quality of takeout food to be comparable to the dine-in experience. This includes not only temperature, but also the availability of sauces and condiments that maintain their integrity through the takeout process.

“It’s important for consumers to have a good dining experience, even outside of the restaurant,” says Alicia McCabe, senior director of Food Packaging Category at Georgia-Pacific Professional. “Packaging is important to meet this need.”

Consumers often choose food based on its ability to stay fresh until they get home or to the office, she says. An additional component of takeout is if the item is suitable to eat in the car. While this practice certainly isn’t condoned, the reality is that many consumers in a hurry eat their food in transit. “Dashboard dining,” as it’s sometimes called, can influence what menu items consumers buy, and its packaging must meet their needs. Drink cups should fit snugly into cup holders, and some packaging can be made to fit on the console between seats. Operators can also make items that aren’t traditionally conducive to eating on the go, like salads, certain sandwiches, or food with sauces, convenient for consumers with the right packaging.

For the consumers who wait until they arrive at their destination to eat, preserving the quality of the food is paramount. Dixie Quilt-Rap from Georgia-Pacific Professional is an insulated sandwich wrap that features a patented triple-layer construction of a sheet of polyethylene between two layers of paper. It can retain heat for a longer time than other sandwich wraps or keep food cold. Quilt-Rap also offers outstanding moisture and grease absorption, preventing food from becoming soggy. It won’t stick to the food and is microwaveable.

For those consumers who choose pre-made items, Fresh First Windowed Containers from Georgia-Pacific Professional are an attractive and convenient packaging option. The unbleached, windowed containers can hold a variety of menu items, such as sandwiches and salads, and have a naturally beautiful look to enhance the guest’s takeout experience, McCabe says.

“Fresh First will meet the move to grab-and-go as consumers are moving more toward this trend,” McCabe says. “It can also offer a visual cue on what to buy with its window for product viewing.” Fresh First also can open wide for easy access to food, and is available for custom print opportunities.

Packaging that showcases product freshness and wholesomeness is part of a good packaging strategy, says Frances Rizzo, director of marketing communications at D&W Fine Pack.

“Menus are expanding in foodservice to include healthful options such as creative salads [and] locally sourced food,” Rizzo says. “In addition, portion control is increasingly important to consumers. The right packaging can be an important part of these trends.”

The primary focus for D&W Fine Pack is providing packaging to the foodservice market; the company offers containers, cutlery, and straws in a variety of materials, including PET, polypropylene, polystyrene, PLA, and aluminum. Containers and lids are offered in many different shapes and sizes, including plates, platters, bowls, trays, and hinged and two-piece containers.
ABOUT

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Whether you’re a restaurant, a cafeteria, a grocery store, or any other foodservice provider, your take-out containers are going home with your customers and will be their final impression of your establishment. Our sustainable paperboard packaging solutions enhance customers’ take-out experience. They are leak resistant, stackable, and feature a unique locking system to keep its’ contents fresh and delicious. We are also proud to say that our products are made in the U.S.A. and are recyclable. This is important to your customers, and it’s important to us.

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The company supplies foodservice distribution, grocery stores, food processors, and restaurants located throughout the U.S. One recent product from D&W Fine Pack was VersaLock, which includes tamper-evident technology. VersaLock keeps food fresh with its positive perimeter-seal feature. Micro vents maintain freshness, and a juice-catching feature elevates food away from moisture.

VersaLock lids lock into place with an audible snap that helps ensure closure. A perimeter seal tab allows for an easy open, making tampering evident and reclosing easy. The secure seal means food is transported without drips or mess. Smooth, clear side walls and lids fully display foods to attract the consumer’s eye, and the boxes are stackable to allow for minimal space usage.

Serving the growing catering trend will be part of the marketing focus for D&W. Many fast-casual and quick-service brands offer their food in bulk for catering applications. Having the right container that will preserve the integrity of the food is crucial for successful catering. D&W will offer 12-, 16-, and 18-inch catering trays, and will add bowls, utensils, and other items for the catering market.

Leak resistance and microwavability are other important factors in takeaway packaging, as is ease of use. Bio-Pak containers, from Georgia-based Fold-Pak, a RockTenn company, are high-quality, sustainable packaging solutions that can be used for a variety of different carryout applications. They are leak- and grease-resistant, microwavable, and stackable, and feature a unique locking system. They also effectively retain heat and vent steam to keep contents fresh. Bio-Plus Earth containers were introduced using the same design structure and are made with 100 percent recycled paper, including a minimum 35 percent post-consumer content.

Fold-Pak, the manufacturer of Bio-Pak and Bio-Plus Earth food containers, is now offering its unique packaging with a window. The new option will be marketed as Bio-Pak View and Bio-Plus View food containers. The packaging is available in the popular sizes #1, #2, #3, #4, and #8.

Whether used to merchandise prepared meals or to package leftovers, customers will be able to easily identify the contents of the package without opening the container or reading a label. The packaging contains an anti-fog poly window on the top of the container. This can also allow consumers to make a choice based on viewing the actual product instead of graphics on a menuboard.

While the flaps on the Bio-Pak View and Bio-Plus View containers are slightly different to accommodate the windows, the package still maintains the freshness of its contents, whether they are hot, cold, wet, or dry. The Bio-Plus View container uses the same recycled paperboard used in the Bio-Plus Earth package and is also endorsed by the Green Restaurant Association, says David Federico, marketing manager at Fold-Pak.

“We feel our products are well positioned to address the needs of any takeaway application, including all foodservice segments,” Federico says. “We offer a variety of sizes that will accommodate a wide variety of foods. Our containers are functional and can hold any type of food. They are also sustainable and made in the U.S., which is a point of difference from many of our competitors.”

These products augment Fold-Pak’s other offerings. These include SmartServ, which has a cup-like structure that is cost effective, functional, and made from a sustainable natural resource. SmartServ containers work particularly well for snacks and are commonly used to hold french fries, chicken strips, and other finger food items. They work well for fried foods because their latching system allows steam to vent, keeping the food inside fresh and crispy. Fold-Pak’s packaging can also be custom printed with a logo and design, allowing customers to carry home a branded message.

Karat paper and plastic disposable products are manufactured by Lollicup USA Inc., a bubble-tea and beverage product producer. Karat specializes in high-quality foodservice disposables such as paper and plastic cups, food containers and buckets, portion cups, and more. Karat has many food storage solutions for both hot and cold products. Durable and strong, Karat products may be mixed and matched to meet diverse needs and budgets.

In addition, the company can create attractive and eye-catching designs. Karat provides custom packaging to cater to a product’s brand and can incorporate a company’s image, style, and design. To ensure customer satisfaction, Karat not only offers high-quality printing, but also fast turnaround time.

Karat’s customized packaging allows operators to take branding and marketing efforts to the next level. Branded cups and jacket sleeves are easy and effective ways to advertise a business, transforming customers into moving advertisers. High-quality custom printing for paper cups, plastic cups, cup jacket sleeves, and napkins preserves the integrity of design by attending to the smallest details. The option to customize disposable products can deliver personality and style for a quick-service business, leaving an effective lasting impression on customers.
In June 2014, Lollicup USA Inc. celebrated the first grand opening of a new production site. As one of Lollicup USA’s brands, Karat®, manufacturer of Premium Disposable Paper and Plastic Foodservice Products, was taking the first step in developing more jobs in America. Numerous redistributors, vendors, and government officials attended this celebration in support of the company’s rapid growth. The mission to bring more jobs into the US begins with not only innovation, but the desire to develop an idea bigger than oneself.

The tour of the new production site was hosted by Poli Chou, Karat Plant Manager. Many may assume production areas cause pollution and further damage to the earth, but Karat® took the initiative to minimize the potential damage a local plant would cause via modern technological advancements in the recycling of materials. As the plastic sheets, which are the source of Karat’s PET cups, are being made, a machine breaks down the plastic into resins. While minimizing waste, we at Karat® mix these plastic resins with original resins to create new plastic sheets, resulting in internal recycling. Upon asking Chou “What is Lollicup’s main goal with this new production site?” His response was, “to support our sales team.”

As sales grow, production grows and expansion begins. Chou states, “In the next three months, more machines will be purchased and more jobs will be available.”

The question is why Lollicup USA is attempting to bring manufacturing back to the USA when production is cheaper overseas. Chou believes that “having manufacturing here reduces lead time and gives us better quality control. Alan, the CEO and President of Lollicup USA, wanted to bring more business back into the US. With more business, it will be better for our community.” Alan Yu’s desire to improve the United State’s business environment creates an opportunity for expansion, helping not only to develop the company but the economy as well. In the midst of this growing economy, the new production site hopes to increase customer satisfaction.

As mentioned previously, the effect of reducing lead time results in products arriving earlier than ever before. This supports customers and provides them time to achieve sales. Having a production site locally is what connects the company to the customers, bringing quality products to the end user from beginning to end. In order for one to grow, we all must grow together.
Pre-made menu items claim larger share of takeout market

For some consumers, fast food isn’t quite fast enough. An increasing number of consumers are opting for prepared items, which are up about 30 percent in the past five years, according to The NPD Group, a market research company. The growth is especially evident at lunchtime, up 29 percent over the same period. Grocery and convenience stores have benefited from this trend, but restaurant operators need not cede this segment of the market. Instead, many restaurants have converted some of their popular menu items into pre-made selections that can be purchased at the counter or off a display rack in the restaurant. This includes lighter fare, snacks, and more affordable options, in addition to some regular entrées and sandwiches. NPD predicts this share of the market will grow by 10 percent over the next decade, and restaurant operators can tap into the growing market for pre-made food.

A staple of the healthy lunchtime lineup, salads can be prepackaged to maintain freshness and increase visual appeal, both of which are critical elements when it comes to standing out on the display case. For most consumers, it’s the visual cue that prompts a purchase.

Anchor Packaging specializes in salad containers for quick-service and fast-casual restaurants, among many other products. Proper salad packaging can do a lot to spur sales and market the products’ appeal. Suitable packaging for salads should have a clear, anti-fog lid for viewing, and a black bowl can add an upscale image to the product, says Mike Thaler, vice president of marketing at Anchor Packaging.

“The use of colors in salads, such as red tomatoes, orange carrots, or purple onions, adds to its ultimate appeal,” Thaler says. “A clear view of these items can increase consumer attraction and stimulate impulse sales. Anti-fog will prevent condensation, which can sometimes give the impression that the salad has been sitting around for a while.”

Not only is a salad considered a better-for-you choice, but the prices of proteins in sandwiches are rising while the cost of salad ingredients remains stable, Thaler adds. “Salads continue to offer a low price point and a higher profit margin,” he says.

Anchor Packaging manufactures its Crystal Classics salad bowl line from polyethylene terephthalate (#1PET), which is the most recycled plastic, and Anchor’s products contain 10–90 percent of this recycled material, Thaler says. Its containers are leak-proof and won’t crack or break. “Our packaging is used for merchandising and transporting the product, then is recycled into a new one,” he adds.

An increasing number of consumers are opting for prepared items, which are up about 30 percent in the past five years.

Anchoring the growth in the takeout market is the need for longer periods of time as sales might occur through all dayparts, especially for snacks and desserts.

“This is an important trend. Quick service is fast, but some consumers want immediate service, and this packaging fits those needs,” Thaler says.

Further, the focus on healthy dining, increases in snacking throughout the day, and the focus on the baby boomers and the Millennial generation is driving restaurants to downsize portions. These trends, combined with rising food prices, have operators looking for smaller takeout packaging. Anchor introduced many new products in recent years to fill this need.

For hot foods such as chicken strips, poppers, and wings, keeping the product’s texture during transportation is a challenge. Anchor offers its Crisp Food Containers that can preserve the integrity and texture of breaded products for up to four hours. These products can also handle the rigors of heat lamps or holding cabinets up to 230 F while preserving the product. Made of polypropylene (#5PP), these containers are reusable and recyclable. New containers are designed with...
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Visual appeal plays a huge role in this type of marketing, Thaler says, and the more attractive the product looks, the greater likelihood a consumer will take it off the shelf or out of the display case.

“When considering the competition, channel space, merchandising, the visibility of food, and the attractiveness of packaging are each important,” Thaler says.

A cheap package can make the product look cheap. In addition, the functionality of the product is important as consumer uses expand. For example, many consumers take the product back to the office. Brands must consider questions like, How easy is it to remove the lid? Does it come completely off or will it remain on the box and possibly get in the way while working? Can it fit under the container out of the way, and can the container be resealed?

**Sabert Corporation** is a leading global manufacturer of innovative food packaging products and solutions. The company was founded in 1983 on a single mission: to enhance and advance the way people enjoy food, says Julien Bassett, senior product manager at Sabert. Today, the company designs, manufactures, and distributes a wide spectrum of packaging solutions for food distributors, restaurants and caterers, grocery stores, national food chains, and consumer entertaining purposes. These include products made of polypropylene, polyethylene terephthalate (PET and CPE), and natural molded fiber.

Making food look great is a strategy for Sabert, and its packaging makes food as attractive as possible while ensuring it maintains integrity during transit, “We design our products around consumer trends,” Bassett says. “This research helps us optimize functionality, aesthetics, design, and cost.”

The increase in takeout and grab-and-go items is a growing trend among quick-service restaurants, as well as convenience stores and grocery retailers. And this growth extends beyond the traditional menu items like entrées and sandwiches. As protein costs have risen, appetizers and side items have grown as prominent to-go options. In addition, menus have changed over the years to meet consumer demand, ranging from lower-calorie options to ethnic dishes. These types of menu items may require special packaging to enhance the product and ensure that it travels well. As a result, packaging options are shifting to satisfy both operators and consumer.

“We have upped our game to meet these needs. For example, we recently extended our hot to-go packaging line to include designs specific for soup and side dishes,” Bassett says. “These new items provide the ultimate leak-resistant performance and appealing table presentation customers expect, at a cost that fits in any operator’s budget. They are sized to fit any menu and control food cost.”

The broader FastPac line includes additional takeout solutions with a clean, upscale look for any menu item. The line is designed to enhance the dining experience, ensuring consumers are blown away by the food’s appeal while maintaining functionality to avoid spills. And since many consumers reheat their takeout, FastPac items were designed to be microwavable so consumers can eat right out of the package for convenience. They are also designed with sustainability in mind, as they are dishwasher safe and recyclable.

A key driver for packaging solutions for operators is the ability to store, access, and easily fill containers, says Mike McMahon, director of Packaging Innovation at **Inno-Pak**. Packaging should be consistent with portion size, not too large for snack-sized items, but small enough for food to fit snugly. This increases visual appeal while preventing food from sliding around in the container, he says. It also contributes to the value perception if food is attractively displayed in the container. A container that’s too big can give the impression that the consumer is being short-changed.

Containers should be easy to transport and also function as a serving tray. Many consumers eat directly out of the container, either at home, the office, or on the go, McMahon says. “Packaging is about convenience for both the operator and the consumer,” he adds.

Inno-Pak is a leading supplier of both stock and custom packaging for the grocery and food-service industries. Inno-Pak began designing, producing, and distributing packaging for supermarkets, convenience stores, and in-store departments, and has since expanded to serve the food-service, retail, and food-processing industries.

One of the newer products from Inno-Pak is the windowed inno-box. This container offers an answer for an upscale takeout package solution. Made from a renewable resource, the cartons can hold up in both refrigerators and microwaves. Products are displayed through an anti-fog window, and tight-lock tabs lock in food while also deterring tampering. Proprietary construction by Inno-Pak offers a clean, secure, and leak-resistant package.

The result is a product that arrives at its destination in as close as possible to how it would appear and taste at the restaurant. Ultimately, that is the goal of any takeout strategy.
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Greener Pastures for Packaging

Food-packaging providers remain conscious of ongoing environmental issues

Going green by helping the environment remains a growing concern for both consumers and restaurant operators. According to Technomic, 63 percent of surveyed consumers are more likely to visit a foodservice operation they view as socially conscious. Further, 53 percent of foodservice operators believe that having an actionable social-responsibility strategy will be necessary to remain competitive in the next two years, and 93 percent of foodservice operators indicated sustainability and social responsibility were something they consider very or somewhat important.

“These are some very clear trends in the industry, as more and more consumers are purchasing according to their values,” says Annie Davis, director of marketing at World Centric, a manufacturer of certified compostable foodservice ware.

Davis says World Centric is a pioneer in sustainable foodservice packaging and offers more than 150 products, including plates, bowls, cups, takeout containers, to-go boxes, trays, cutlery, lids, and straws. It also provides lids, napkins, paper towels, and paper sleeves made from 100 percent post-consumer recycled paper. All World Centric products are made entirely from plants, including wheat straw and sugar cane fiber; plant starch; and Ingeo, a plastic derived from corn grown in the U.S. In addition to its stock items, World Centric specializes in logo embossing and custom designs for molded fiber containers, as well as custom prints for cold and hot cups.

Composting both food scraps and food packaging can help restaurants reduce waste and costs, Davis says. For example, in many areas restaurants have to pay by the load to dispose of solid waste. Composting packaging items along with food scraps can save money. In addition, there are hundreds of cities and counties that have banned foam products or have a stated commitment to becoming a zero-waste community.

“Packaging made from plant fiber is a great alternative to foam, as it is good for hot foods, and also microwave and freezer safe,” Davis says.

When these items are commercially composted, they turn into soil within two to four months, thus completing a full closed-loop cycle for the material. And even if they do not make their way to a composting facility, they are better for the environment than plastic and foam, as they take less energy to produce and are non-toxic, Davis says. “World Centric is committed to sustainability in all that we do,” she adds. World Centric is a Certified B Corporation that strives to meet rigorous standards of social and environmental performance, transparency, and accountability. In addition to offsetting all carbon emissions, World Centric donates 25 percent of pre-tax profits to nonprofit organizations focused on social or environmental change.

Of course, sustainability is top of mind for almost everyone. The urge to conserve resources and limit waste is universal in its appeal. However, “sustainability can mean different things to different people, so one size doesn’t fit all,” says Julien Bassett, senior product manager at Sabert Corporation, a global manufacturer of innovative food packaging products and solutions.

There are many environmental tradeoffs associated with the available material and design options on the market. As a result, Sabert built its business to adapt best practices in both its product selection and its internal processes.

“Our commitment to sustainability reaches beyond our products being recyclable or compostable. It affects how we develop new products, modify existing products, how we package and ship our products, and in how we run our facilities,” Bassett says. “We pride ourselves on being a company that doesn’t just talk about environmental values and responsibilities, but embodies them through our continued attention to our environmental impact.”

Recently, Sabert made another significant impact to sustainability by expanding its natural molded compostable food packaging line, Terrapac. These designs were tailored for the latest trends in the market, using patent-pending, leak-resistant lid designs.

“When you couple this type of innovation within your own facilities, you make breakthroughs in performance,” Bassett says. “Unlike any of our competitors, Sabert manufactures both the lids and bases in BRC and FSSC22000 facilities to ensure quality products. Superior per-
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formance and aesthetics have led to a great deal of success among some of the premier brands within foodservice.”

Sabert’s Terrapac line was also designed with the limited composting infrastructure in mind: It is not only BPI-certified compostable, but also Vinçotte-certified for home composting.

Determining how consumers interact with packaging can give valuable insights into a brand, and that’s a key part of the commitment from Berry Plastics, a provider of value-added consumer packaging.

“It is the company’s commitment to innovation that allows us to develop innovative packaging and protection solutions, often before our customers and consumers even know they need it,” says Adam Unfried, Berry Plastics’ executive vice president of strategic planning. “One particular substrate that lends itself to versatility in design and functionality, while offering end-of-product life alternatives, is polypropylene.”

Unfried says polypropylene (PP) is widely recyclable and has been proved to be one of the preferred materials used in food and beverage packaging. Labeled with a #5 resin identification code, PP plastics are BPA free and have the lowest density of the common plastics. Since PP has the lowest density, it is typically lighter than other plastics. Lighter parts mean less natural resources are consumed and less weight has to be shipped, and that’s a key part of the commitment from Berry Plastics.

With more than 4,000 varieties of single-use cups, lids, dinnerware, hinged trays, portion containers, bowls, cutlery, and straws, the company offers options made from foam, plastic, paper, and sugar cane–based materials.

For beverages, Dart has every hot and cold cup option for operators, ranging from insulated foam cups to paper cups to translucent, clear, and colored plastic cups, all of which can be topped off with a variety of lid styles. Mixing and matching clear plastic cups, plastic portion containers, and lids makes for a perfect snack or parfait package.

Pre-packed foods are increasing in popularity, and Dart has numerous food packaging options that will help increase impulse sales of these items. Clear packaging options include ClearSeal and Staylock hinged trays and PresentaBowls and ClearPac deli containers. Black-bottom options include Creative Carrouspots hinged containers and PresentaBowls Pro square two-piece bowls.

Tamper-resistant, tamper-evident packaging has increased in popularity among restaurant operators in recent years. For those looking for such a solution, Dart’s new ClearPac SafeSeal line can fit that need. Made of polyethylene terephthalate (PETE), ClearPac SafeSeal containers have a host of built-in tamper-resistant and tamper-evident features, eliminating the need for shrink bands and wrap labels. The very short MicroTite lid edge and locking post for 24–64-ounce flat-lid containers are some of the key features that impede tampering. One of the key tamper-evident features is Dart’s unique TamperAlert hinge, which protrudes outward when torn, alerting the customer that the container has been opened. It also remains attached to the container, so there are no loose plastic pieces to discard.

It’s increasingly important for restaurant operators to choose the right packaging that fits the needs of each business while staying within a budget. As commodity prices and labor costs rise, many operators are looking to save money in other areas. Managing their packaging needs is part of that process.

“There is a lot of pressure to look for cost-saving alternatives,” says Tom Donohue, vice president of marketing at Pactiv, which provides disposable packaging solutions to the foodservice, supermarket, and processor industries. “We work with customers to find the right solutions for their menus. For example, if a customer is looking for a container to be used for takeout, we can offer a hinged-lid solution in foam, plastic, and molded fiber or two-piece solutions in plastic and aluminum. Each will provide distinct benefits at different price points.”

Cost containment by portion control is another alternative to mitigate inflation. Finding the right packaging for the portion size can control costs. Pactiv’s cup and container offerings provide a wide range of sizes to meet this need.

Pactiv also provides an extensive line of environmental products under the brand EarthChoice. “We have a variety of different products at different prices,” Donohue says. “We can meet everyone’s needs.”
A disposable cup that is fully recyclable. Versalite is the **ENVIRONMENTALLY RESPONSIBLE** alternative to today's to-go cups. This durable cup provides unprecedented **PERFORMANCE** for both hot and cold beverages, and the ultimate **EXPERIENCE** for consumers that will set you apart from your competitors.

[versalite.com](http://versalite.com)
For more than 15 years, this report has defined what it means to be successful in drive-thru operations. Don’t miss this year’s all-new research, which, for the first time ever, will focus on the performance of segments and dayparts, by looking at representative brands within each and evaluating speed of service, order accuracy, and much, much more!

Want more information on purchasing the full QSR Drive-Thru Performance Study? Email: drive-thru@qsrmagazine.com

For display advertising opportunities in the October 2014 issue of QSR, contact:
Eugene Drezner
Phone: 919-945-0705
Email: eugene@foodnewsmedia.com
Key Players

Accurate Box Company
86 5th Ave.
Paterson, NJ 07524
973-345-2000
www.accuratebox.com

Accurate Box Company is a leading manufacturer of high graphics corrugated packaging and displays. Our high graphic corrugated takeout products help our clients provide their customers a sturdy takeout container while promoting their brand with attractive graphics. Our products include takeout carriers, catering trays, coffee-to-go boxes, counter displays, and floor displays. We are a third-generation, family-run business founded in 1944 and have been certified as a Women’s Business Enterprise since 1998. Our product ships competitively all over the U.S., and our photo quality printing provides tremendous “pop” to your brand.

American Fiber Packaging
4919 N. Royal Atlanta Dr
Tucker, GA 30084
770-414-9000
www.afpackaging.com

American Fiber Packaging based in Atlanta is a new manufacturer offering clamshell containers under the Bistro™ brand. Manufactured using post-industrial recycled paper, the containers are recyclable, microwavable, and compostable. The rigid, smooth-finish interior and friction-textured exterior that customers love offer high performance standards to ensure superior oil and water resistance. The company prides itself on being green from square one and utilizes clean technology throughout the facility. Now a part of the local and green movements, the Bistro™ clamshells feature attractive customized graphics detailed to promote each restaurant brand. American Fiber Packaging also hopes to further enhance customer-restaurant relationships by providing custom event and loyalty printing with the lowest minimum order quantities in the industry.

Anchor Packaging
13515 Barrett Parkway Dr.
Ballwin, MO 63021
314-822-7800
www.anchorpac.com

Anchor Packaging is a leading manufacturer of takeout packaging for the foodservice, retail, and food processor markets, offering a wide array of containers and foodservice films specifically designed for the quick-service and fast-casual markets. CrystalClear™, Crystal Classics®, and Gourmet Classics™ are made of recyclable #1PET—perfect for salads and other cold menu items. MicroRaves®, Culinary Classics®, and Culinary Basics® are made of consumer-reusable/recyclable heat-tolerant #5PP polypropylene—ideal for fried chicken, wings, and other hot menu items. Anchor also offers custom-design capabilities.

Berry Plastics
P.O. Box 959
Evansville, IN 47706-0959
812-424-2904
www.berryplastics.com

Berry Plastics Group Inc. is a leading provider of value-added plastic consumer packaging and engineered materials delivering high-quality customized solutions to our customers, with annual net sales of $4.6 billion in fiscal 2013. With world headquarters in Evansville, Indiana, the Company’s common stock is listed on the New York Stock Exchange under the ticker symbol BERY.

D&W Fine Pack
1900 Pratt Blvd.
Elk Grove Village, IL 60007
847-378-1200
www.dwfinepack.com

D&W Fine Pack, a Mid Oaks Investments portfolio company, is among the largest foodservice packaging companies in North America. Offering a broad line of food packaging, including tableware, containers, cutlery, straws, and meal kits, the company continues its commitment to customer responsiveness through the development of innovative packaging and material solutions. D&W prides itself on helping the industry evolve to meet changing market demands. For more information on D&W Fine Pack and its products, visit its website.

Dart Container
500 Hogsback Rd.
Mason, MI 48854
800-248-5960
www.dart.biz

Dart Container Corp. has manufactured single-use foodservice packaging products since 1960. With its 2012 acquisition of Solo Cup Company, Dart Container Corporation has approximately 15,000 employees and more than 45 production, distribution center, and office locations in eight countries. Dart Container manufactures around 4,000 varieties of single-use cups, lids, dinnerware, hinged trays, portion containers, bowls and food containers, cutlery, and straws from foam, plastic, paper, and sugar cane–based materials.
Key Players

Fold-Pak, a RockTenn company
504 Thrasher St.
Norcross, GA 30071
678-291-7175
www.fold-pak.com

Fold-Pak is the manufacturer of Fold-Pak®, Fold-Pak® Earth, Bio-Pak®, Bio-Plus Earth®, Bio-Plus Terra®, and SmartServ® food containers. The products are recyclable and 100 percent made in the U.S. The company has manufacturing facilities in Fresno, California; Lebanon, Tennessee; and Hazleton, Pennsylvania. Fold-Pak is owned by RockTenn, a leading North American producer of consumer and corrugated packaging and recycling solutions.

Georgia-Pacific Professional
133 Peachtree St. NE
Atlanta, GA 30303
866-HELLO GP
www.gppro.com

Georgia-Pacific Professional is a leading provider of towels, tissues, soaps, air fresheners, wipes, cups, cutlery, plates, food wrap, and napkins to the foodservice industry. Specializing in single-serve dispensing systems and disposables, the company offers products that enhance efficiency and increase hygienic and sustainable practices for its valued customers and end users.

Georgia-Pacific Professional offerings to the industry include notable product brands such as the widely successful enMotion® touchless towel and soap dispenser lines, Compact® bath tissue and dispensers, SmartStock® cutlery and dispensers, PerfecTouch® insulated cups, EasyNap® napkins and dispensers, Dixie Ultra® paper plates, and Brawny Industrial® wiper products.

Inno-Pak
1932 Pittsburgh Dr.
Delaware, OH 43015
740-363-0090
www.innopak.com

Inno-Pak is the leading supplier of both stock and custom packaging for the grocery and foodservice industry. We listen to our customers. Innovative, cost-effective solutions are what we do. Our domestic and global facilities design, manufacture, and ship from state-of-the-art warehouse/distribution centers for just-in-time delivery. At Inno-Pak we thrive on challenge. No matter what type of packaging challenge you face, we offer design and style solutions that protect, market, and grow your business. Since 1992, Inno-Pak has supplied flexible plastic and rigid paperboard packaging to multiple industries.

International Paper
6400 Poplar Ave.
Memphis, TN 38197
800-207-4003
www.ipfoodservice.com

International Paper’s foodservice business is a leading global marketer and manufacturer of single-use packaging for the foodservice industry. The company’s paper cups, food containers, plates, and accessories are found in leading chain restaurants, groceries, and hospitality providers around the world. The company has a solid record of bringing innovative products and brands to market, including Hold&Go®, Cold&Go™, and ecotainer®, a compostable product line made from fully renewable resources along with products made from FDA-compliant, post-consumer fiber.

Lollicup® USA
6185 Kimball Ave.
Chino, CA 91708
626-965-8882
www.lollicupusa.com

Lollicup® USA Inc. is the proud manufacturer of Karat® paper and plastic disposable products for the beverage and foodservice industry. Founded in 2000, Lollicup® USA, Inc. established two brands, Tea Zone® and Karat®, in 2001 and 2004 respectively. Tea Zone® offers a unique line of specialty beverages and dessert products such as flavoring syrups and powders, yogurt toppings, and drink add-ons. Karat® specializes in high-quality foodservice disposables such as paper and plastic cups, food containers and buckets, portion cups, deli containers, foodservice gloves, napkins/janitorial papers, and utensils.

Pactiv
1900 W. Field Ct.
Lake Forest, IL 60045
847-482-2000
www.pactiv.com

At Pactiv, continuous innovation has secured our place as the world’s largest manufacturer and distributor of food packaging and foodservice products, supplying packers, processors, supermarkets, restaurants, institutions, and foodservice outlets across North America.

Since our founding in 1965 as Packaging Corporation of America, we have focused on producing and distributing the highest quality foodservice packaging products. Our product lines today include custom and stock foam, plastic, aluminum, pressed-paperboard, PE coated board, and molded-fiber packaging. We supply every major foodservice retailer and distributor in North America.
It takes dedication, a genuinely friendly greeting and one really great espresso machine to change your coffee into the best part of their day.

#TheNAFEMShow

500+ manufacturers equipping the foodservice industry. Register now: www.TheNAFEMShow.org
Key Players

**Sabert Corporation**
2288 Main St. Ext.
Sayreville, NJ 08872
800-722-3781
www.sabert.com

Sabert Corporation is a leading global manufacturer of innovative food packaging products and solutions. The company was founded in 1983 on a single mission: to enhance and advance the way people enjoy food. Today the company designs, manufactures and distributes a wide spectrum of packaging solutions for food distributors, restaurants and caterers, grocery stores, national food chains, and consumer entertaining purposes. Headquartered in Sayreville, New Jersey, Sabert operates North American facilities in California and Kentucky, as well as manufacturing facilities in Belgium and China.

**World Centric**
101 H Street, Suite M
Petaluma, CA 94952
707-241-9259
www.worldcentric.org

Founded in 2004, World Centric provides zero waste solutions to reduce environmental impact. By innovating in plant-based materials and design, World Centric has developed more than 150 foodservice and retail tableware products across tableware, cutlery, and food packaging. In addition to manufacturing all products from plants, not petroleum, World Centric engages in initiatives to reduce environmental impact and minimize waste within the foodservice industry.

World Centric is a Certified B Corporation that strives to meet rigorous standards of social and environmental performance, transparency, and accountability. In addition to offsetting all carbon emissions, World Centric donates 25 percent of pre-tax profits to nonprofit organizations focused on social or environmental change.