

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

HOW GENERATIONS SHAPE PACKAGING TRENDS

Influencing Consumer Decision-Making

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INSIGHTS

The relationship that different generations have with food is dynamic and constantly evolving, shaped by changing tastes, trends and technological breakthroughs. Each group brings its unique set of preferences, values, and concerns to the table regarding food choices and consumption habits.

As we look to the future, the role of food packaging design and innovation becomes increasingly critical. Packaging not only serves to protect and preserve food but also plays a vital role in influencing consumer decision-making and addressing environmental concerns. Hear from a few of Sabert's New Product Development Team members about how they bridge the generational gaps to design and deliver a menu of new solutions for a changing world.

GENERATION: BOOMER *(with millennial tendencies)*

"The New Product Development team includes diverse generations, bringing varied perspectives to the table. When we approach product design, we generate ideas with our customers, internal teams and our Blue Sky process, where we are given the flexibility and time to explore, ideate and design innovative solutions. This collaboration means that a collective generational influence is always in the mix regarding concept development. For example, while my preference is supermarket shopping over food delivery, some team members prioritize convenience, providing different viewpoints. Yet, we all agree on the importance of eco-friendly packaging across generations, emphasizing the bigger picture"

Kurt Wolf, Senior Manager, Structural Design
Years at Sabert: 30



GENERATION: GEN X

"Design embodies life experiences and a blend of influences, converging in our creative output. Generational differences emerge mainly in aesthetic preferences and sustainability, seen in choices like electric cars, organic ingredients, and eco-friendly packaging. As part of a global food packaging manufacturing leader, our design team is empowered to prioritize sustainability, safety and preservation. Through my time here at Sabert, I've realized that by integrating sustainability into our design approach, from sourcing to responsible end-of-life management, we can help our partners move to a more sustainable future."



Yohanan Siskindovich, Senior Director, Product Design & Development
Years at Sabert: 15

GENERATION: MILLENNIAL

"Personally, I value food visibility, so presentation and merchandising are important factors in my approach to food packaging design. Additionally with rising inflation, every dollar counts. I don't want to spend money on what I can't verify as fresh. When it comes to sustainability, I also want to understand that what I'm buying is making a difference and that eco-friendly messaging isn't just for show, tangible impact matters. My role involves researching and developing new-to-the-world food packaging ideas to help solve tomorrow's packaging challenges. We consider various generations in design. For instance, it's important for older adults to be able to open a container without having to struggle. As a millennial, I want to live my life and be able to share experiences, so creating solutions that enhance dining experiences for everyone is my definition of success."

Sarah Gruen, Senior Designer
Years at Sabert: 8



Celebrating 40 Years at Sabert

After four decades, Sabert is committed to provide quality, customization and innovation in everything we do! We're here to help build sustainable packaging programs for your operations that enhance your brand's reputation and exceeds your consumer's high expectations.

With Sabert, the answer is simple...

Think **Strong**. Think **Quality**. Think **Fresh**. Think **Green**.



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Snacks are back! Many consumers are increasingly “snackstituting” by replacing meals with snacks because of busy schedules.

FOOD FOR ALL AGES:

EXAMINING PREFERENCES ACROSS THE GENERATIONS

From the newly minted Gen Alphas to the faithful Baby Boomers, every generation has their own favorite foods and dining preferences. Here's how every age group is redefining how we eat.



GEN ALPHA Born 2010 - present 0 - 13 years old

Gen A are usually the children of Millennials. Their parents take a flexible approach, so they have a diverse and expansive diet—making room for kid-approved options like fast food, while balancing with healthy items like fruits and vegetables. As a family, they value convenience, like mobile ordering, pickup and delivery more than everyone else.

Their Favorites

QSRs
SUPERMARKETS
ONLINE ORDERING

30% of Gen A parents involve their children in grocery purchasing decisions¹

43% of Gen A's parents said they eat fast food at least weekly in their household²

DRIVE THRU



C-STORE



GEN Z Born 1997 - 2010 13 - 26 years old

Entering young adulthood, Gen Z likes to dine on-the-go with easy-to-consume meals. They favor handheld formats and convenience stores. Gen Z has been shaped by the internet and technology, and their dining preferences favor mobile ordering, takeout and delivery. Looking toward the future, Gen Z is interested in the transparency and health benefits of their food and food ingredients.

Their Favorites

C-STORES
QSRs
ONLINE ORDERING

Approximately 40% of Gen Z members eat their food while on the go³

44% of college students agree that the sources of their food's ingredients are crucial⁴

1

2

¹ 5 ways Gen Alpha is impacting food and beverage purchases. Food & Beverage Insider. March 2023. ² Catering to different generations: what each generation wants in dining options. American Dining Creations. n.d. ³ Gen X and the Dining Experience. Gordon Food Service. n.d. ⁴ Building Baby Boomer Brand Loyalty In Food And Beverage. FlavorSum. February 2023. ⁵ FMI. 2022. The Power of Foodservice at Retail. The Food Industry Association



MILLENNIALS

Born 1981 - 1996
27 - 42 years old

Millennials are entering a new stage in life, starting families and dining at home. Now, they're looking for family-friendly options with reliable kids' menus—like takeout, delivery and quick service restaurants. For themselves, Millennials prefer snacks and small plates to one main dish in order to eat more options and try new flavors. When they stop at the supermarket, Millennials will pay more for fresh, healthy meals and ingredients.

Their Favorites

TAKEOUT/DELIVERY
QSRs
SUPERMARKETS

64% of Millennials said they like to try new dishes and are open to a wide range of cuisine styles³

41% of Millennials and households with kids are most likely to be making an effort to eat healthier⁵



GOODFOOD restaurant

GEN X

Born 1965 - 1980
43 - 58 years old

Gen X is juggling the financial responsibility of sending their kids to college and planning for retirement, so they are looking for cost savings. Low prices, limited time offers and retirement discounts draw in Gen X more than expansive menus or trendy flavors. Creative takes on classics appeal to this audience (and younger audiences, too)—think bacon-ranch cheeseburgers or ginger-glazed salmon. Additionally, Gen X leans towards items featuring superfoods or superfruits and health-promoting beverages like herbal teas.

Their Favorites

MIDSCALE/FAMILY
FAST CASUAL
SUPERMARKETS

43% of Gen X eat out once per week—on par with Millennials³

Most Gen Xers will pay more for food if advertised as homemade, authentic or organic²



CENTRAL CAFE

BREAKFAST • LUNCH • DINNER



BABY BOOMERS

Born 1946 - 1964
59 - 77 years old

Baby Boomers are preparing to exit the workforce or living it up in retirement. They're adventurous with dining decisions, but also know what they like. Boomers are more likely to avoid processed foods and ingredients they perceive as unhealthy, like sugar, salt and fats. When dining out, they like to casually socialize over a meal, like breakfast. And when at the grocery store, they look for natural, organic and wholesome options.

Their Favorites

CASUAL RESTAURANTS
FINE DINING
SUPERMARKETS

Boomers control around 70% of all disposable income, around \$53 trillion⁴

Boomers spend more away from home on breakfast than any other generation⁴



Doubling Down on Consumer Experience

NEW!



No intentionally added PFAS

Natural EcoEdge™ Paper Cutlery

PKPCF1000 | 1,000/cs

PKPCK1000 | 1,000/cs

PKPCS1000 | 1,000/cs

Combining performance with sustainability, Sabert's new patented EcoEdge™ Paper Cutlery is the ultimate solution for any occasion

- Pressed paperboard derived from plant-based FSC certified renewable resources
- Ergonomic design fits comfortably in hand for on-the-go use
- Smooth utensil finish and pleasant feel that does not impact food flavor



Natural Look



Extra Strength



Premium Design

66%

of consumers say they are more likely to order takeout food from a restaurant than they were before the pandemic!

This publication is printed on recycled paper.

Takeout, catering, delivery, curbside pickup and grab 'n go remain top-of-mind for convenience. More people are experiencing food off premise, from fast casual to fine dining. Maintaining a strong connection with consumers is critical to build loyalty and keep them returning for more.

Operators should strategically approach off premise sales. Creating memorable dining moments inside the home can be a point of differentiation. Virtual cooking classes offer an engaging opportunity to interact with customers while allowing operators to show the company's personality and menu offerings. Consider providing pre-portioned packaged ingredients to make the cooking adventure easier and more enjoyable.

Food packaging is another significant customer touchpoint. From performance to presentation, innovative packaging solutions ensure that food stays fresh and secure during transportation. Custom printing, interactive features or QR accessed digital content are all examples of how packaging can elevate brand awareness. The right eco-friendly packaging is another way for operators to leave a lasting impression by communicating their sustainability commitments without impacting food quality and overall experience. Customers will appreciate the company's focus on making positive changes, creating a strong competitive advantage in the marketplace.



Kraft 16" & 18" Window Catering Square

85201N | 35/cs
85301N | 35/cs

Kraft catering squares feature a clear window display to show product's freshness and variety

- Corrugated construction insulates to keep food hot during transport
- Durable & presentation ready
- Window feature allows users to see what's inside without opening the lid
- Made from recycled content



Clear On-The-Go Round Bowls

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

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

- Ergonomic grooves improve handling to be more convenient for consumers
- Splash-resistant lids help to ensure a mess-free delivery
- Clear recyclable PET



Back to Work, Back to Hybrid Cooking

NEW!



Black and Clear PP #5 Processor Trays

73100770D | 1,880/cs

63100770D | 1,880/cs

Polypropylene is a versatile solution for a multitude of menu items.

- Perfect for automation; designed with de-nesting features to limit line down time
- A great option to help expand your family size prepared meal offerings
- Ideal for film sealing

50%

*of shoppers
mix homemade
meals with
semi and fully
prepared items²*

Durable



Microwavable



Film Sealable



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Feeding the family has become a juggling act as more employees return to the office. Households are increasingly adopting a hybrid system of cooking, which involves a mix of meal planning, meal kits and buying ready-to-eat food items such as side dishes to supplement their home cooked meals. Operators have a unique opportunity to capitalize on this trend by providing customers with a range of possibilities, including grab 'n go, cold sides, prepared salads and sandwiches.

Collaborate with your food packaging provider to identify the right solutions to

address consumer demand for menu variety and customization. Compartmented options are perfect for everything from appetizers to entrees. Packaging designed to withstand hot temperatures is ideal for ready-to-heat foods.

Consider the functionality and convenience of the packaging, including lids and film sealing, which can help maintain food quality while offering merchandising flexibility. Lastly, don't forget to keep a number of food choices stocked from morning to night to cater to shoppers seeking ideas for future meal plans.

NEW!



Black PP Oval Processor Trays

73080240D | 1,649/cs

73080320D | 1,581/cs

Polypropylene is functional and convenient for multi-use applications.

- Optimized for automation
- Perfect to help expand your prepared side dish heat & eat offerings
- Ideal for film sealing



Durable



Microwavable



Carrier Tray Ready

COMING SOON!



Pulp 2S Produce Trays

43080100D420TPLS | 420/cs

Pulp Produce Trays are an ideal solution to replace foam produce trays, with added sustainability benefits and superior presentation

- Made with PFAS-Free Pulp Plus™, providing moisture resistance up to 7 days
- Built-in strength for wet applications
- Durable design withstands overwrap process & film sealing
- Can endure multiple freeze and thaw life cycles



Compostable



Refrigerator Friendly



Film Sealable

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

Baked Goods are Buzzing

NEW!



Kraft EcoSnap™ Paperboard Containers

151172 | 300/cs 151171 | 300/cs 151170 | 300/cs 151169 | 280/cs
5122060S300 | 300/cs 5132091S300 | 300/cs
5122081S300 | 300/cs 5122092S300 | 300/cs

Unique locking mechanism confirms a secure lid fit

- Stackable design for easy merchandising, storage and transport
- Smooth wall lid for premium product presentation
- Snap on locks provide ease of use for operators and consumers
- Premium water-based grease barrier provides performance and durability across bakery items and greasy foods



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Whether it's muffins, cookies, donuts or croissants, the popularity of baked goods is on the rise. According to IMARC Group's forecast, the bakery products market is projected to reach \$625.9 billion by 2023, fueled by the growing desire for convenience and the rising consumer preference for freshly baked sweets. Ready-to-eat bakery items have the potential to work harder for the business's bottom line as menus continue to shrink because of factors, such as increased costs.

Foodservice operators can capitalize on this opportunity by incorporating a variety of delectable baked treats in their offerings. Appealing to shoppers' taste buds is foundational to driving impulse

sales. Food packaging with clean, premium aesthetics and clear lids offers distinctive merchandising capabilities that can enhance the appearance of bakery selections.

Operators can attract a wide range of customers by offering seasonal specials, accommodating dietary preferences or promoting the use of locally sourced ingredients. Using innovative and high-performance packaging solutions can help baked creations stay fresh and delicious. As the consumer demand for sustainability continues to grow, eco-friendly food packaging can also provide operators with opportunities for differentiation in a competitive market.

COMING SOON!



Clear Onyx Round Platters

1912 | 36/cs C1912 | 25 sets/cs
 1916 | 36/cs C1916 | 25 sets/cs
 1918 | 36/cs C1918 | 25 sets/cs

Recyclable clear round platters that are presentation ready, at an affordable price for any business or social event

- Clear round platters offer value without sacrificing quality
- Base and lid are clear PET, the most widely recycled plastic worldwide
- Secure locking lids provide reliability in transit

Clear 4 Count Hinged Bakery Container

HKP524N | 158/cs

Hinged bakery container that offers the perfect solution to display baked goods every time

- Crystal clear PET is optimal for merchandising and promotes impulse purchases
- Aesthetic design enhances the look of any bakery item
- Hinged container for back of house optimization and SKU reduction



Fighting Food Waste

NEW SIZE COMING SOON!



Classic Single Color Clear 10" x 10" Hinged Take-out Containers

H52100420F180 | 180/cs

H58100030F180 | 180/cs

A good addition to any take-out and delivery program. Designed with perforated lids that tear away easily for on-the-go meals

- Reheatable and refrigerator friendly, these containers offer convenience and style
- Durable, recyclable and stackable design makes transit and storage safe and easy



Microwavable



Break-Away
Feature



Secure
Locking Lids

70%

*of operators
believe low
food waste
menus are
set to grow⁴*

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Minimizing food waste has become a focal point for the foodservice industry and consumers. According to Feeding America, nearly 40% of food is wasted in the U.S., equating to more than \$408 billion in food thrown away each year. Food waste is the most predominant material sent to landfills and incineration facilities, significantly impacting the environment.

Operators have the tremendous opportunity to take action to reduce food waste and adopt strategies and practices that promote resource and energy conservation and

address climate change. Foodservice providers can help reduce unnecessary waste through proper inventory management, regularly reviewing purchasing practices and designing menus that utilize ingredients effectively. Leveraging the right food packaging solutions can minimize food waste by helping operators better portion food, keep food fresh during transport and extend shelf life. Clear containers and other innovative packaging options maintain the food's visual appeal, increasing the chances of leftovers being consumed and enjoyed instead of being thrown away.



Pulp 32 oz. Three-Compartment Square Container

48090030D300 | 300/cs
51901F300PET | 300/cs

Compartmented square pulp containers help maintain ingredient when out for delivery

- Sectional design is ideal for a variety of menu combinations and different serving sizes for operators
- Variety of lid options available to safely deliver a range of different menu items
- Compostable, natural look pulp highlights food appearance



Natural Look



Reheatable



Recyclable

Pulp Max™ Containers

49032D300MAX | 300/cs
49148F300MAX | 300/cs

Pulp Max™ is our ultimate PFAS-Free pulp solution, providing outstanding resistance to moisture, oil and grease

- Ideal for hot, cold, oily and sauce heavy foods for takeout and delivery
- PFAS-Free formula complies with legislation, while meeting performance expectations
- Great for quick service, fast casual and supermarkets
- Maintains integrity for up to two hours, with enhanced resistance to moisture, oil and grease



Microwavable



Refrigerator Friendly



High Oil Resistance

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

Smaller Menus, Dynamic Pricing

NEW!



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 tolerance up to 185°F
- Designed with a contemporary look and comfortable, natural grip
- Strong for a wide variety of food applications, without breaking or bending during use

99%

of restaurateurs say they are taking steps to cut costs and increase profits, with

33%

planning to reduce menu offerings⁵



Compostable



Sustainable



Functional

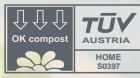
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Smaller menus have become increasingly popular strategies to optimize operations, address inflationary pressures and excite customers. Operators should prioritize quality over quantity, focusing on a curated selection of dishes and highlighting unique and trendy flavors when approaching smaller menus. The first step is examining the current menu, identifying the best-selling items and analyzing ingredient costs. As consumer tastes evolve, a smaller menu also offers flexibility to pair tried-and-true items with new offerings inspired by the latest food and beverage trends.

Smaller menus enable dynamic pricing by providing flexibility based on demand, time of day, or seasonal availability. This approach allows operators to optimize revenue by adjusting prices in real-time, capturing the value customers are willing to pay during peak hours or for high-demand dishes.

Always take a thoughtful approach when considering smaller menus and dynamic pricing. Sustainable and versatile food packaging can be the secret ingredient to implementing smaller menus by helping operators improve efficiency, reduce waste and maintain consistent quality across various food items.

NEW!



Pulp Plus™ Containers

4108240D300PLS | 300/cs
49148F300NPLS | 300/cs

Pulp Plus™ is enhanced with improved moisture resistance, and longer shelf life in refrigerated applications

- PFAS-Free formula complies with legislation, while meeting performance expectations
- Helps reduce “soggy” bottoms with warm foods
- Extended refrigeration time up to 7 days and works for grab ‘n go and supermarket applications
- Natural look highlights food quality



Microwavable



Refrigerator Friendly



Recyclable

Kraft Paper Square Bowls

PK25012D300 | 300/cs PK27024D300 | 300/cs
PK25016D300N | 300/cs PK27032D300 | 300/cs
512205D300 | 300/cs 512207D300 | 300/cs

Paper Square Bowls make take-out, delivery and retail merchandising easy, secure and presentation ready

- PFAS-free grease resistant base for protection against oily foods such as dressed salads
- Low profile square design provides up to 40% more merchandising space*
- Clear PET stackable lid with audible lock ensures lid is secure and safe for mess-free delivery

*Compared to similar sized round bowls



Secure Locking Lids



Shelf Space Optimization



Stackable

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

Snack Attack

NEW!



No intentionally added PFAS

Kraft Fries & Sides Scoop

151188 | 1,380/cs 151189 | 1,200/cs 151190 | 600/cs

Elevate Every Bite with Sabert's versatile paper Fry Scoop!

- Features a grease resistant liner to keep hands clean
- Wide angled rim for easy scooping and serving
- Fits in most car cup holders for on-the-go applications



Natural Look



Heat Lamp Safe



Oil & Grease Resistant

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Snacks are back! Whether it's an on-the-go purchase or the need to satisfy a craving, the popularity of snacking is soaring. Many consumers, especially parents, are increasingly "snackstituting" by replacing meals with snacks because of busy schedules. Health and convenience are also shaping the industry, with shoppers seeking out better-for-you options to support their diets. However, consumers are willing to indulge in experimenting with unique ingredient combinations. Shoppers gravitate towards bold flavors and fun-to-eat items, giving operators the flexibility to offer limited time offers (LTOs) to create consumer excitement and a sense of exclusivity.

Pre-portioned snacks appeal to consumers' desire for calorie reduction while helping operators manage serving sizes, costs and cut down on food waste. Operators should ensure snack dishes are prominently displayed on the menu and use promotions to drive traffic and attract thrifty consumers.

Snacking is also a social occasion, so snack platters, charcuterie spreads or bundled bites are ideal for gatherings and parties. Efficient and multi-purpose packaging helps to keep snacks fresh and secure. The foodservice industry can move towards more sustainable snacking practices by adopting eco-friendly packaging and using natural, organic ingredients.

COMING SOON!



Black PP SturdiWare® Platters

9012PP | 36/cs C9012PP | 25 sets/cs
 9016PP | 36/cs C9016PP | 25 sets/cs
 9018PP | 36/cs C9018PP | 25 sets/cs

Sleek and smooth design elevates food presentations at any catered event

- New Polypropylene material can accommodate even the heaviest cold and hot foods
- Perfect for any party size with 3 footprints

COMING SOON!



White PP Mozaik® Rectangle Platters

2318PP | 25/cs
 2322PP | 25/cs

Elevated rectangle platters, designed to display and perfect for merchandising

- Polypropylene platters offer a polished look for both business and social gatherings
- Recyclable where facilities exist, adding to your sustainability story



The BUSINESS CATERING BOO

BROUGHT TO YOU BY

Business catering is making a strong comeback. Employees are returning to the office, in a full-time or hybrid capacity. There are still the traditional workplace catering occasions, such as holiday parties, team meetings and client visits. However, new and exciting applications of catering are popping up everywhere. For example, employers are providing food as an on-site perk for coming back to the office. For operators, this presents a potentially lucrative opportunity to boost profits.

60% of all operators say catering is a large or very large opportunity¹

71% of operators who cater say it's very important to their business strategy¹

FOUR CATERING *trends* AHEAD

- 1. Food as Appreciation:** Thank employees for their commute and encourage office hours.
- 2. Cafeteria Closures:** As a high fixed-rate cost, cafeterias are becoming expensive. Business catering offers a timely alternative.
- 3. ESG Initiatives:** Meet your goals by ordering food from local, independent restaurants or to support businesses owned by underrepresented groups, women and veterans.
- 4. Special Dietary and Cultural Cuisine Preferences:** Serve something for everyone with prepackaged and pre-labeled meals, including vegetarian, vegan, and gluten-free or kosher options.

4 Ways to Win

1.
Reliable,
on-time
delivery

2.
Online
ordering and
menus
designed for
large groups

3.
High-impact
marketing and
sales channels
(third-party marketplaces,
social media, catering
sales teams)

4.
Packaging!
Catering is all
about the
presentation

¹Feed the workplace. ezcater.

5 FAST catering FACTS

4 in 10 usually order for 20+ people¹

64% budget more than \$14 per person¹

83% of food-for-work budgets are the same or higher than pre-COVID¹

28% of food-for-work budgets increased

55% of food-for-work budgets stayed the same

86% of food-for-work orderers agree that food encourages people to come to work onsite¹

70% of orders are delivered by noon (off-peak hours)¹

Products to help you WIN



Clear Ultrastack® Square Platters

Stackable and secure party platters for drop-off catering, curbside to-go, take-out and delivery.

Kraft Pop-Up Catering Tray

Transport everything from salads to heavy items without worrying about damaging or losing food integrity.

7" x 18" Platters

Showcase your buffets and display with confidence.

White Serving Utensils

Serve with class and complete convenience.

Pulp Platters

Bring sustainability to the table with durable and compostable fiber bases that are designed for hot and cold foods.



Feeding the Holidays

'Tis the season for some of the most popular food occasions!
Food can bring people together to create shared experiences that result in mouthwatering memories.

Check out this guide on catering food experiences for nearly every kind of celebration!



click here



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**.



1 - NRA - 2023 State of the Restaurant Industry- February, 2023
2 - IDDBA - What's In Store 2023 - June, 2023
3 - Food Industry Association (FMI) Power of In-Store Bakery 2022 report- December, 2022
4 - The Unilever Food Solutions - Future Menu Trends Report 2023 - March, 2023
5 - Square - The Future of Restaurants - April, 2023
6 - Del Monte Foods - snacking attitudes and behaviors for U.S. consumers survey - July, 2023