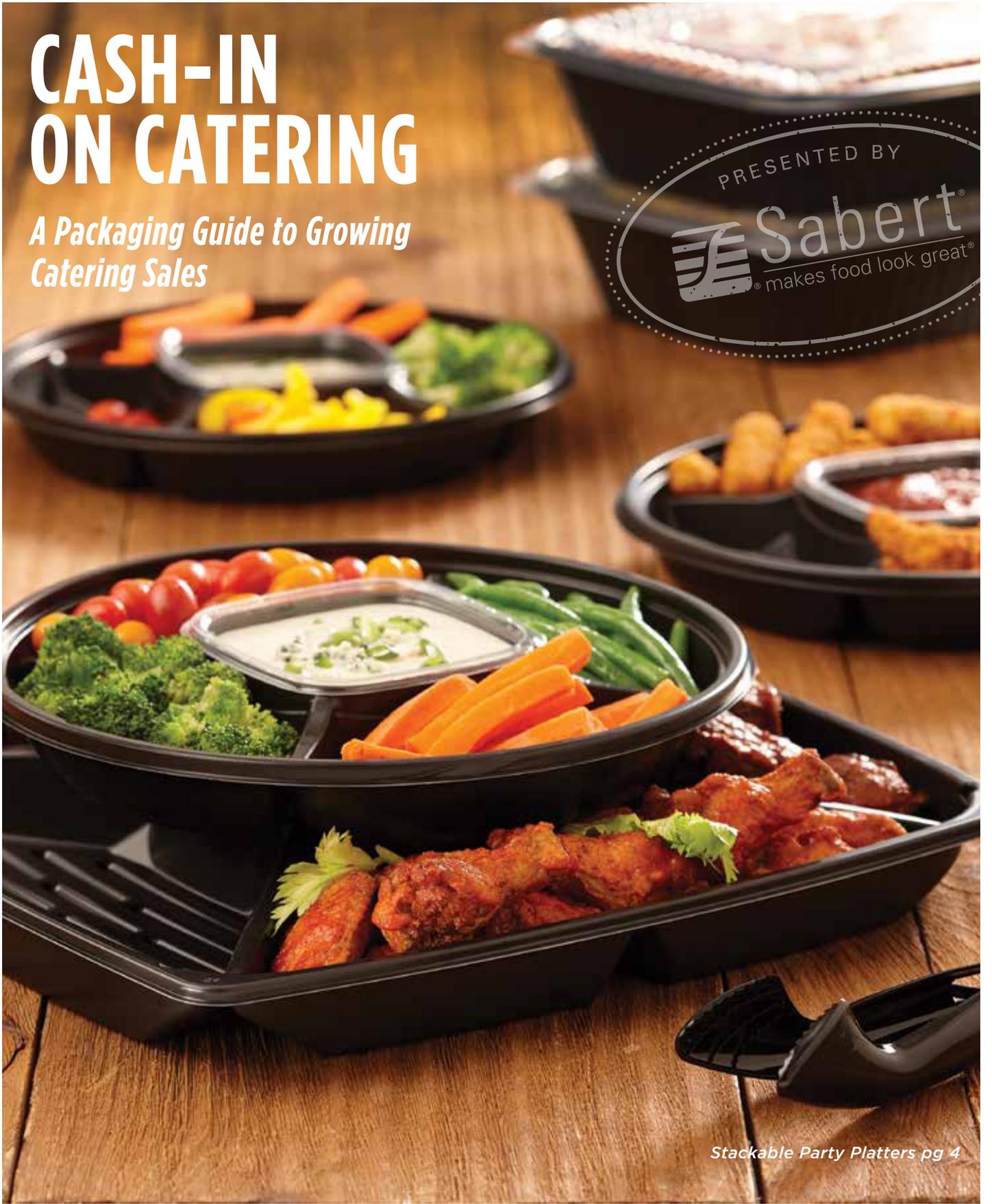


# SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

## CASH-IN ON CATERING

*A Packaging Guide to Growing  
Catering Sales*



# KATHY DEIGNAN

SENIOR VICE PRESIDENT  
Sales & Marketing



Dear Valued Customer,

Catering is a common thread to everyday life. It fits easily into our busy life-styles, and uniquely offers the ability to slow life down and bring people together. At work, a catered lunch is a welcoming shift from behind the desk. Or when impressing clients, catering brings style to your board room. In today's socially engaged world, the weekend is not the only time to cash-in on catering. People are getting together for small causal parties multiple times during the week generating over one-third of weekly catering revenue. In today's market, both the Business and Social segments are demanding more catering. So how exactly do operators cash-in?

In the second edition of Spotlight, our marketing team goes all access into catering and shines a light on the trends that are driving a high catering demand in both Business and Social segments. We view this as an opportunity for our customers, the foodservice industry, as well as ourselves to retool and approach catering more strategically.

It is this type of curiosity that has rooted Sabert in catering since the beginning. It's why we started our foodservice packaging business in catering back in 1983. We have a passion for food, for people, for bringing the two together and enhancing their enjoyment.

Today the catering industry looks a lot different from when we started. The industry has completely reinvented itself. Today's market calls for an evolved catering model. There is more than one way to inject catering revenue into your current business. Coupled with the right packaging, Sabert can help diversify your catering offering, extend your catering reach and drive incremental gains to your bottom-line.

So dive into the findings from our latest research and uncover a sampling of how Sabert's packaging solutions can help you *Cash-In On Catering*.

*Kathy Deignan*



# When it comes to catering packaging, ***everything matters.***

At Sabert, we understand packaging plays a vital role in helping food earn 'restaurant-quality' credibility in both taste and presentation for any occasion. Let Sabert cater to your needs. With us, the answer is simple...

**THINK STRONG. THINK QUALITY. THINK FRESH. THINK GREEN.**

## **Customizable Catering**

Operators will grow catering revenue leveraging packaging's ability to create new menu items and new dining experiences.



## **Box Lunch Catering**

Today's consumers seek a balanced meal, compartmented and boxed up ready to travel to an outdoor event or around a corporate campus.



## **Lunchtime Catering**

Operators will cash-in on catering to office life by offering a healthy variety that can be served cold, quick and easy.



## **Special Occasion Catering**

Celebrate special occasions and formal events with a tabletop that is on trend and sets the guest experience apart.



## **Responsibility Sourced Catering**

Cater to environmentally responsible consumers who prefer foodservice establishments that implement sustainable practices throughout their business operation.



## **Dessert Catering**

Put the cherry on top of your catering program and offer a dessert catering menu to drive sweet gains to your bottom-line.



# BUSINESS VS.

## Crazed For Catering

### Breaking down preferences across Business and Social segments

From inside the boardroom to the backyard barbeque, consumers are craving more catering. Consumers are giving operators more opportunities to cater to their everyday lives and those operators that do are cashing-in both top-line and bottom-line growth. Operators who integrate both Business and Social catering segments into existing operations activate a source of steady, incremental revenue.

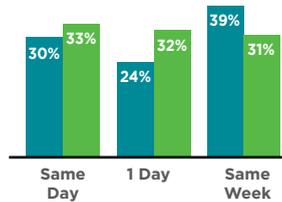
While the differences are not always clear, to achieve guest satisfaction in both segments, operators must sell stress-free and predictable experiences. Recognizing who the consumers are, their involvement in the consumption experience and how their satisfaction will be measured will help operators navigate catering conversations.

Business or corporate catering is a functional necessity where a catering coordinator is required to feed company employees. Social catering is an invitational experience where a catering host wants to feed invited guests.

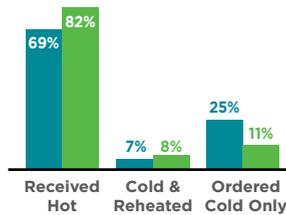
The psyche of each consumer varies in their respective segment and as a result catering satisfaction will be measured differently. Business consumers primarily value their guest satisfaction while Social consumers primarily value personal satisfaction. Operators who comprehend the consumer needs across both segments will ultimately cash-in on catering. Here's a look at how consumer preferences vary between Business and Social segments.

#### On The Most Recent Catering Occasion...

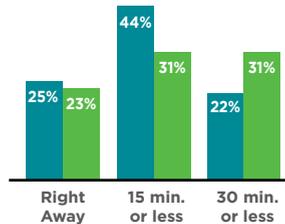
How far in advance did you order catering?



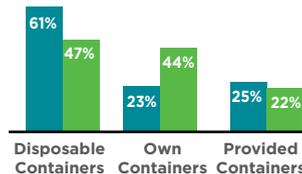
Was the food received hot?



When was the food served?



What did you use to serve the food?



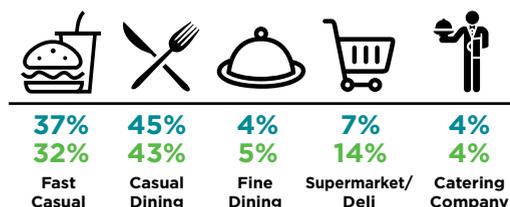
#### Business Catering Profile (B2B)

Catering opportunities exist within local business communities. Building awareness and cultivating relationships within local communities are skills operators can leverage to grow B2B catering sales. Especially as businesses look to keep employees on site and engaged for longer hours of the day, catering's role can help offer incentive to employees for spending more time in the office.

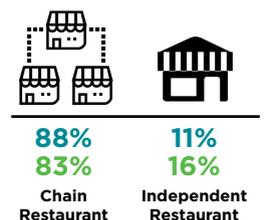
Companies each day are holding sales meetings, facilitating training seminars, offering lunch 'n learns and of course celebrating milestones. Office life presents an opportunity for operators to create a brand experience that can translate across different business occasions. Given the often short window to break for lunch or a snack, the goal of the operator is to offer a convenient catering experience. The corporate catering consumer values an experience that is easy to order, serve, eat and clean.

Convenience is key to compete, but understanding the needs of the catering coordinator is how to get on top of the preferred catering call list. Operators who recognize that their customer is the person placing the catering order, not the group enjoying the food, will cash-in with corporate consumers. As the operator, it is important to acknowledge the catering coordinator is typically an office administrator and most likely not part of the dining experience. The responsibility of ordering food for someone else creates an additional layer of stress for the catering coordinator. The coordinator must have total confidence in the operator such that the fear of failure is minimized to the greatest extent. When the operator makes the coordinator the hero, brand loyalty will skyrocket and repeat sales will follow.

Where consumers order catering:



Was it a chain?



Graph Legend ■ = Business ■ = Social

# SOCIAL CATERING

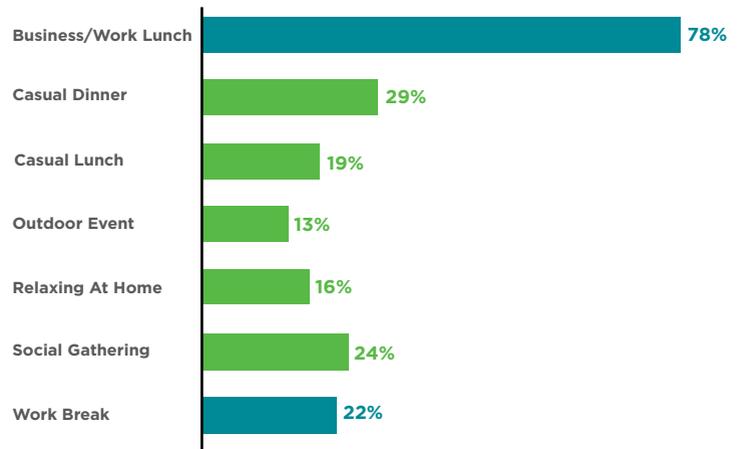
## Social Catering Profile (B2C)

Weekends offer the bigger piece of social catering share, but operators who create catering programs that target weeknight occasions will quickly cash-in on catering. With a shift in social consumption to include more weekly celebrated occasions, operators who promote weekly catering services and offer incentive to consumers will help generate more frequent catering orders.

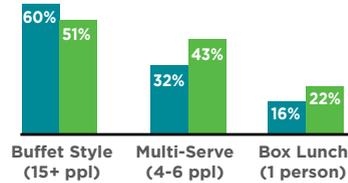
Weeknight dinner time presents an incremental revenue opportunity for operators to put forward catering packages aligned with everyday occasions. For households, multi-serve and family-style catering packages can bridge the gap between individual takeout meals and large-party catering events. And with today's socially engaged consumer focused on sharing experiences, catering offers the unique ability to bring people together, to enjoy food and to create photo-shareable experiences.

A shareable experience is key to encouraging consumers to order catering more frequently. As the catering host, great food is a table stake for guest satisfaction, but personal satisfaction is measured by how many "likes" your events earns on social-media. As the operator, offering the catering host the ability to customize both the meal-type and experience-type adds value. Menu variety and customization are important services that contribute positively to social catering experiences. The catering host values an experience that reflects positively on their ability to throw a great party. When they can customize certain aspects to their preferences and generate positive and shareable guest experiences, the operator creates the ultimate brand ambassador. When operators successfully repeat this cycle of creating brand ambassadors, brand recognition and catering sales go viral.

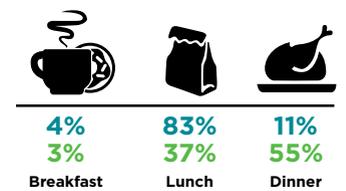
What was the catering occasion?



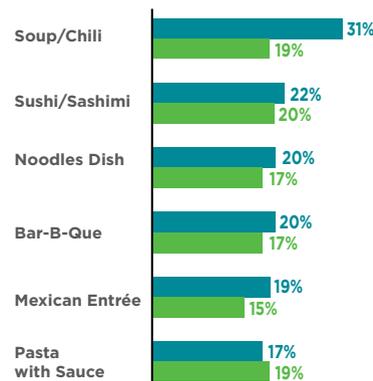
What was the style of food?



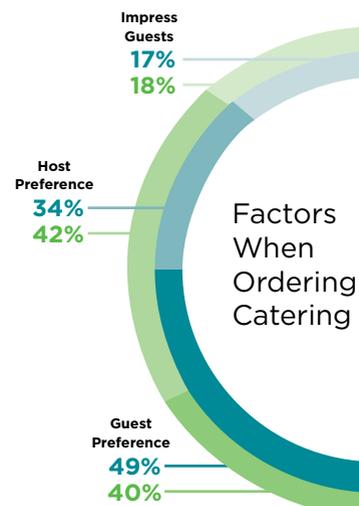
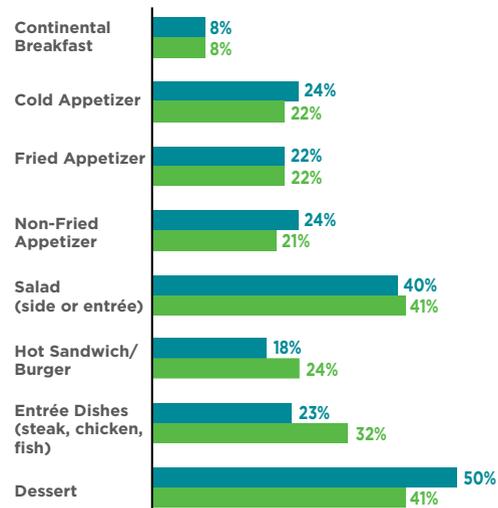
What daypart was it?



Food types consumers want to order more:



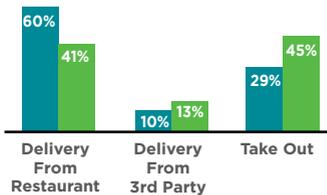
Food types consumers order most:



Factors When Ordering Catering

Regular Menu  
31%

How was the order received?



What Kind of Menu?

Catering Specific Menu  
100%  
69%



# Customizable Catering Amplifies Guest Satisfaction

Consumers love customization, when given the option they would order catering more frequently. Packaging plays a unique role and can equip operators with the capability to easily cater to more customization requests. Operators will grow catering revenue leveraging packaging's ability to create new menu items and new dining experiences.

## 4-Compartment PP Stackable Party Platters

sku# C78160050D25 | 25 sets  
76120050N50 | 50/cs

### Elevated Presentation

- 4 - Compartment, extra-strength ribbed platters perfect for customizing catering orders
- Durable PP construction designed for hot food applications up to 240°F
- Patent-pending Stack 'N Serve™ feature creates a 2-tier platter set for unlimited menu combinations
- Works with Sabert's square deli tubs for cold sides, sauces and dips

**NEW!**



**1 in 3** consumers agree catering packaging that lacks presentation and is unable to serve multiple people is a **DEAL BREAKER.**<sup>1</sup>

Presentation Ready



Stackable



Microwaveable



Durable



Build your own party platters and food stations are easy ways for operators to add customizable dining experiences for hot food to their catering menu through packaging. 3 out of 4 consumers typically receive their hot food hot and serve within 30 minutes. This trend indicates packaging that can serve multiple people and present hot food immediately is an important part of the catering piece. Durable packaging designed for hot food, which allows guest to customize their individual meal, will encourage consumers to order catering more frequently.

## 130 oz PP Catering Half Pan & Lid

sku# 7313140N60 | 60/cs  
5231130N60 | 60/cs

### A Better Buffet

- Extra-strength, ribbed PP catering pan securely holds hot and heavy foods
- Durable and stackable designed to make back of house prep, transit and storage easy
- Vented PP lid withstands hot foods up to 240°F and helps control moisture during transit
- Ready to serve from container designed to fit in chafing rack and keep warm over steam tray



\*Steam tray not pictured; Do not place over open flame



# Lunchtime Catering Drives Business

Sandwich and salad menu options drive lunchtime catering sales. Especially in corporate dining occasions where employees are often time crunched for a good lunch. A packaging program built around versatile catering platters and catering bowls can help operators create a variety of different cold menu combinations. Operators will cash-in on catering to office life by offering a healthy variety that can be served cold, quick and easy.

## 16" PET Round Nova Plus Platter

sku# 9516 | 36/cs

### Core Driver

- Durable PET plastic designed to stack securely during prep and transit
- Extra-strength, deep-walled platter ideal for heavy foods
- Classic swirl design enhances aesthetic while adding rigidity to platter
- Low or high dome PET lids securely protect food during transit



**25%** of all catering orders placed, cater to **WORK RELATED, lunch or snacking occasions.**<sup>1</sup>





## 80 oz PET Round Catering Bowl

sku # 92080A50 | 50/cs

### Business Basics

- Large ounce capacity perfect for cold catering applications
- Durable and crush-resistant PET bowl ideal for heavy foods
- Crystal clear PET lid enhances food presentation
- Stackable lid design safely secures bowls during transportation

Durable



Stackable



Functional



## 9" PP Snap 'N Serve' Tong

sku # UBK36PPT | 36/cs

### Patented Performance

- Patent-pending hinge design enhances speed of service
- Durable hinge construction minimizes breakage during use
- Innovative serving head provides a secure yet delicate food grip
- Compact case size stores easily back-of-house

Durable



Functional



Fast Service



# Responsibly Sourced Catering Generates the Green

Cater to environmentally responsible consumers who prefer foodservice establishments that implement sustainable practices throughout their business operation. Packaging is a specific quality cue for consumers who value both food quality and sustainability. Operators who align with consumer's green preferences will cash-in with a catering program that features compostable packaging.

## 16" Pulp Square Platter

sku# 49116F025N | 25/cs

### Stackable Strength

- Temperature tested for hot and cold food applications
- Vented crystal clear PET lid enhances presentation and controls moisture
- Advanced stacking design safely secures platters during transportation
- Unique nesting feature allows for multi-size stacking



**COMPOSTABLE**  
IN INDUSTRIAL FACILITIES

Check locally, as these do not exist in many communities. CERT # 10528471



passes WMI standard  
[www.wmich.edu/pilotplants](http://www.wmich.edu/pilotplants)

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

More than **HALF** of catering consumers are willing to pay more for sustainable catering packaging.<sup>1</sup>





## 160 oz Pulp Square Catering Bowl

sku # 42141600D25 | 25/cs

### Sustainable Size

- Large ounce capacity perfect for cold catering applications
- Crystal clear PET lid enhances food presentation
- Stackable lid design safely secures bowls during transportation
- Best-in-class natural-look highlights the importance of food quality



## 10" Pulp Square Plate

sku # 49210F300N | 300/cs

### Sustainability Centerplate

- Temperature tested for hot and cold plated dishes
- Durable design can withstand heavy plated foods
- Best-in-class natural-look highlights the importance of food quality
- Pairs perfectly with Compostable Cutlery Kit



# Box Lunch Catering Gets Refreshed

Today's consumers seek a balanced meal, compartmented and boxed up ready to travel to an outdoor event or around a corporate campus. Packaging that caters to large groups on-the-go should easily serve individuals from the container, prevent messes, and allow reheating and reuse. If operators can think big, as in orders for 100+ guests, they can score big by adding a drop off box lunch catering program for both hot and cold menu items.

## 2 & 3 Compartmented Pulp Containers

sku# 47090020D300 | 300/cs  
48090030D300 | 300/cs

### Compostable Compartments

- Divided 2 or 3 compartmented containers perfect for boxed lunches and small meals
- Temperature tested for hot and cold food applications
- Premium leak-resistant lid prevents spillage during transit
- Best-in-class natural-look highlights the importance of food quality

**NEW!**



**COMPOSTABLE**  
IN INDUSTRIAL FACILITIES

Check locally, as these do not exist in many communities. CERT # 10528471



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

passes WMU standard  
[www.wmich.edu/pilotplants](http://www.wmich.edu/pilotplants)



On the most recent catering occasion, nearly **1 in 5** of catering orders placed was box lunch style.<sup>1</sup>



Grab 'N Go



Microwaveable



Natural Look



Versatile Lid Heights



### 3-Compartment PET 8" x 6" Shallow Bento Box

sku # 184623B300 | 300/cs

#### Mobile Meals

- Assorted 3-compartment bistro box perfect for protein packs and small meals
- Crystal clear PET enhances food presentation and highlights variety of assortment
- Slim and compact profile ideal for the on-the-go and mobile consumers
- Leak resistant PET lid prevents spills for a mess-free meal



### 2-Compartment PP 6" x 9" Container

sku # 78229B300 | 300/cs

#### Hot Lunch

- 2-Compartment PP design ideal for maintaining integrity of hot food menu items
- Microwaveable up to 240°F makes reheating quick and easy
- Durable and stackable construction perfect for a safe and mess-free delivery
- Leak resistant PP lid safely prevents spills during transport



# Tabletop Style For Special Occasion Catering

Celebrate special occasions and formal events with a tabletop that is on trend and sets the guest experience apart. Both Business and Social consumers rank special and formal events as the highest occasions where durable packaging and disposable items matter most. Operators can cash-in on catering special events by supplying an assortment of disposable tabletop items that help consumers bring reliability and customized style to any tabletop occasion.

## 9" x 13" PP Slate Serving Plate

sku# IMSP25SL | 25/cs

### Natural Style

- Skillfully etched from PP to replicate real slate at a fraction of the cost
- Lightweight and recyclable construction makes prep, transit and service quick and easy
- Food-safe and hand-washable surface can accept chalk to offer customizable presentations
- Superior versatility with fitness applications as platter, plate, charger or flight

**NEW!**



**1 in 4** consumers say it's a **DEAL BREAKER** if silverware, plates and utensils are **NOT** included with their catering order.!

Presentation Ready



Premium Design



Durable



Recyclable





## 4.0 oz PS Silver Stem Martini Glass

sku# MMMG8FS | 72/cs

### Martini Mash-Up

- Versatile 4.0 oz conical-shape bowl with widened brim performs across both food and drink applications
- Durable PS construction offers glass-like clarity while remaining conveniently disposable
- Iconic profile and slim metalized stem enhance presentation and drive high margin menu items
- Pre-assembled and packed 72 per case for easy set-up and limited on-site maintenance

Presentation Ready



Premium Design



Durable



## 12" PET Copper Hammered Platter & 9" PS Pearl Plate

sku# LC1112000D | 36/cs

9IMP144BP | 144/cs

### Eclectic Tabletop

- Premium disposable dinnerware durable for any occasion
- Intricate, hand crafted hammered design replicates permanent ware
- Pearl-inspired dining plate offers balanced style for formal or casual entertaining
- Stainless steel coated tableware enhances any tabletop setting

Presentation Ready



Premium Design



Durable



*\*Also shown Hammered Look Cutlery*

# Dessert Catering Drives Sweet Gains

Put the cherry on top of your catering program and offer a dessert catering menu to drive sweet gains to your bottom-line. Both Business and Social consumers order dessert catering more frequently when they are confident in the packaging to protect their order during transit. Operators can cash-in on dessert catering with a program that features packaging that prevents tipping, protects icing and stays securely closed during delivery.

## 24-ct PET Mini Cupcake Container

sku# KP224 | 110/cs

### Perfect Portions

- Hinged, 2" mini compartments carry-out container perfect for small bites
- Temperature tested PET designed to withstand cracking when frozen
- Audible and secure button locks make closing fast and easy
- Large pull tabs allow for easy, mess-free opening



On the most recent catering occasion, almost **HALF** of catering orders placed included a single-serve or multi-serve dessert.<sup>1</sup>

Designed to Display



Durable



Audible Close



Freezer Friendly





## 10" PET Pie Container

sku# KP1010 | 120/cs

### Party Pies

- Large hinged pie container for carry-out catering pies
- Temperature tested PET designed to withstand cracking when frozen
- Durable, rigid rim prevents crust-breakage during transit
- Two large pull tabs make lid removal easy and mess-free



## 8" PET Rainbow Cake Container with PET Lid

sku# KP58B | 80/cs  
KP800 | 80/cs

### Piece of Cake

- Rainbow designed crystal clear PET enhances dessert presentation
- Audible closing locks make closing fast and easy
- Square base with round cake-locator helps center and secure cake during transit
- Off-set pull tabs at each corner make lid removal easy and mess-free



# BEST PRACTICES



## Activate Retail Customers

The path to incremental catering revenue is through existing customers, at least initially. Operators who focus on activating catering revenue from loyal retail customers will find they can grow catering sales quickly and steadily. Layering a catering program on top of an established retail business gives existing customers easier access to a brand they already know and trust. Through catering, retail customers can now share and experience the brand across a more diversified variety of everyday occasions.

## Empower Brand Power

Catering is a market segment extension, not a retail product extended and repurposed to serve catering customers. Operators must recognize what works on their retail menu may not work on their catering menu. Operators should utilize catering to extend their brand, and leverage the established retail brand power to enter a new market segment. The credibility established from successful retail brand experiences will in-turn encourage retail customers to experience the brand's new catering products and services.

## Simplify and Differentiate

Menu development starts with understanding catering food selection, process and packaging should be different from retail packaging. Simplicity is key and success lies in leveraging existing ingredients that are already in use on the retail menu to create recipes for the catering menu. Maintain a consistent flavor profile across retail and catering menus, but do not shy away from developing new signature recipes only available on the catering menu. This menu strategy will help differentiate your retail and catering experiences, encouraging customers to want to experience both.

## Serve Up Style

Operators can cash-in and score more frequent catering orders by offering disposable tabletop and serving utensil items with their catering orders. Nearly 70% of consumers are upset if their catering order does not include the necessary disposable silverware, plates and serving utensils, while 25% of consumers say it is a deal breaker and would never order catering again.<sup>1</sup> Offering a complete catering program that includes the right disposable items adds value and will contribute positively to customer satisfaction. The ability to offer a variety of different tabletop and serving utensil items helps catering programs align with more occasion types, and adds a layer of customization available to the consumer. And consumers love customization. Having more ways to offer customization to consumers will lead to more frequent catering orders.

## Cash-In with these 7 Sales Tips

- 1. Promote at retail level**  
Use proper signage that promotes the catering menu of the season
- 2. Make catering part of everyday conversations**  
Train staff to clearly communicate catering products and services
- 3. Create buzz**  
Display the catering orders of the day so retail customers can see the catering activity taking place within the community
- 4. Cold call and sample**  
Create customized sample packages, cold call on local business and drop-off sample packages with all necessary marketing materials
- 5. Say thank you**  
Follow-up with corporate customers on their most recent catering experience or seek out a negative experience that needs to be rectified
- 6. Get business cards**  
Collect and qualify business cards from local retail customers to generate leads
- 7. Sample competitors**  
Order from competing catering companies every few months to measure and evaluate the catering experiences that are available in your community

## How To Qualify Catering Menu Items

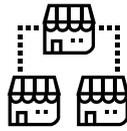
1. Do ingredients exist within the retail menu?
2. Is the recipe easy to make and scale?
3. How well does the food travel in packaging?
4. How well does the food hold and maintain integrity before being served?
5. Does the food present well in packaging?



# EMERGING TRENDS

## BREAKFAST BUSINESS

The lunch daypart is the focus of corporate catered occasions accounting for more than 70% of B2B sales. But breakfast and snacking sales are on the rise. One out of four work functions caters to breakfast or snacking occasions.<sup>1</sup> Operators can cash-in with business customers throughout the entire day with creative menu development. Catering programs that do not require food to be served hot are the easiest to execute for breakfast and snacking functions. Leveraging one platter with versatile fit for use across breakfast, lunch and snack will help operators control cost and optimize profits.



## NATIONAL CHAIN CATERING

81% of consumers who order from restaurants for catering selected a national chain restaurant.<sup>1</sup> Millennials and Gen Z over-index on preference to national chains. Brand recognition attracts young consumers to national chains and serves a double benefit, inspiring confidence in the customer placing the order and the guest who see the brand name.

## LEFTOVER STORAGE

The majority of consumers utilize their catering packaging in multiple ways. Consumers do not just rely on packaging to securely transport the food from the foodservice establishment to the venue; it is often used to store items as well. On the most recent catered occasions, 70% of occasions had leftovers. One in three consumers used the packaging to store leftovers.<sup>1</sup> Because packaging can be used in multiple points during the dining occasion, operators can cash-in with attractive and well designed packaging for transport, serving and storage as it is hugely beneficial to the consumer.



## POP-UP FOOD STATIONS

One in four consumers say that flexibility and customization would encourage them to order catering more frequently. Younger consumers between the ages of 18 and 34 especially value the ability to customize catering orders.<sup>2</sup> Build-your-own food stations are easy ways to offer customization and are popping up at more catering occasions. Italian, Mexican and BBQ are easy cuisine types to manage and are on trend with consumer preferences. Food stations provide a double benefit offering consumers the ability to add a variety of fixed menu options to their order, while helping operators control ingredient cost with a fixed set of options.



## CATERING DELIVERY

57% of consumers receive their catering order delivered either by the foodservice establishment or by a 3rd party provider, versus picking up their order.<sup>1</sup> With catering consumers demanding more delivery services, 3rd party providers are rising to answer the challenge. Ensuring brand recognition is captured throughout the delivery process is crucial to promoting more frequent catering orders. Operators can cash-in providing 3rd party providers with insulated bags that are branded to promote the foodservice establishment and protect the food during delivery. Insulated delivery bags are received less often than standard delivery bags or boxes despite over-indexing on durability, temperature and performance.<sup>1</sup>



1. Sabert Catering Survey 2017 Powered By Dataessentials  
2. Technomic 2016 Takeout & Off-Premise Consumer Trend Report



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

