

SPOTLIGHT

CASTING LIGHT ON TODAY'S PACKAGING TRENDS

THE GREAT TAKEOUT TAKEOVER

Strategies to Win the Off-premises Game

PRESENTED BY



Sabert

makes food look great®



Medium Fries & Sides Scoop

Kraft Small Square Fluted Clamshell

Classic Clear 8" x 11" 2 Compartment Rectangle Hinged Container
Page 9

Pulp 8" x 8" Hinged Container
Page 5

Insights

The Great Takeout Takeover

As more people opt for off-premises dining each year, the way we package food matters more than ever.

What excites me about this industry is the meaningful role packaging plays in how we experience and interact with food. It is the connection point between a person's favorite meal and their first bite. Consumers have high expectations in a time when dishes can travel across town before reaching their doorstep.

People want food that is fresh, convenient, and eco-conscious, and packaging needs to work harder across all these areas to meet these rising demands. Along these lines, innovative packaging solutions are crucial for maintaining food integrity, temperature, and presentation during transit. Leak-proof containers, tamper-evident seals, and smart insulation technologies ensure that meals arrive fresh and safe. These features not only protect the product but also reinforce brand trust and customer satisfaction. Each container, box, bowl, or platter is a direct result of combining material science, creative design, and engineering.

As a leading global sustainable food packaging solutions provider, our teams are always looking for new and creative ways to preserve quality, ensure safety, and maintain the integrity of every order. Whether it's using advanced barrier technologies to protect against grease and moisture or choosing sustainable inputs to minimize environmental impact, every decision we make is designed to help our customers deliver memorable, enjoyable, delicious eating occasions to consumers.

At times, it may be easy to overlook the importance of food packaging; yet it shapes some of the most significant moments in daily life.

As you explore this issue, consider how thoughtful and innovative packaging can influence our relationship with food. At Sabert, we are excited about the possibilities of the future of takeout and the unique opportunity to continue inventing, developing, and manufacturing solutions to continuously advance the consumer dining experience today and tomorrow.

Ricardo de Genova
Senior Vice President, Innovation



Your Trusted Sustainable Food Packaging Solutions Provider

At Sabert, we understand your brand's reputation is riding on your packaging's success. We're here to help build sustainable packaging programs for your operations that fulfill consumer's high expectations.

With Sabert, the answer is simple...



Think **Innovation**. Think **Quality**. Think **Strong**. Think **Sustainability**.

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A QR code on packaging opens a digital world for consumers, letting them explore menus, share feedback, and discover a brand's story while helping operators connect in meaningful ways.

THE GREAT TAKEOUT TAKEOVER:

LIFE MOVES FAST, AND CONSUMERS WANT FOOD THAT KEEPS UP

Call it what you will—takeout, delivery, curbside, drive-thru—off-premises dining is here to stay. Whether it's a busy workday, juggling activities, or just simple exhaustion, consumers now consider takeout as a core part of everyday life.

According to the National Restaurant Association's 2025 report, 75% of restaurant traffic is now takeout. Half of Gen Z and Millennials say carryout and drive-thru meals are essential, with 60% ordering more frequently than they did just a year ago.

To succeed in the takeout era, operators need to rethink the off-premises experience to cater to consumer needs for convenience, speed, and flexibility.



SOARING SALES:

58% of limited-service operators and **41%** of full-service operators report that off-premises dining now represents a larger proportion of total sales vs. 2019.¹



OFF THE CHARTS:

8 in 10 consumers plan to keep up or increase their off-premises orders this year.¹



EXPANDING REACH:

49% of operators said their motivation is to connect with different types of patrons.²

The Off-premises Channel Breakdown

Whether it's increasing competition or figuring out where to invest and what to focus on, there are a lot of factors to consider in developing a successful off-premises strategy. The first step is to understand the playing field and determine what to prioritize based on your specific operation and target audiences.



Drive-Thru

POPULAR WITH:

Gen Z, Millennials, Gen X and Boomers

TOP PRIORITIES:

value offers, convenience, speed, loyalty programs, food quality



Delivery

FREQUENT ORDERERS:

Gen Z & Millennials

TOP PRIORITIES:

convenience, value offers, food quality



Pick-Up/Carryout

TRENDING WITH:

Gen Z & Millennials

TOP PRIORITIES:

seamless experience, value offers, order accuracy, food quality

Winning Strategies: How Operators Can Stand Out

STRATEGY 1: SCROLL, SEE, ORDER

Ordering food has become less about picking up the phone and more about tapping a screen, especially for younger diners who prioritize speed, deals, and customization. More than 60% of Americans have at least one restaurant app on their phone³, and foodservice establishments with digital loyalty programs see a 35% jump in repeat purchases. Technology isn't just about speed; it's about removing every possible barrier between a customer and their food.

WAYS TO WIN:

- **Create a Seamless Process.** User-friendly apps, easy-to-navigate websites, and other streamlined channels can make ordering a breeze.
- **Leverage Insights.** Use the customer's order history to personalize offers. Targeted promotions can encourage repeat business.
- **Integrate with Third-Party Delivery Platforms.** Balance how to capitalize on the popularity of third-party delivery apps while also leveraging in-house delivery for improved margins.



57% of customers used a mobile app to place an off-premises order in the past 6 months.¹



75% of delivery customers say the availability of technology options for things like ordering and paying is important to them.¹

STRATEGY 2: CATER TO THE CRAVINGS ECONOMY

Takeout is becoming more than just speed or convenience; it's all about cravings. More than half of consumers say a specific craving for a particular meal from a certain place drove their last off-premises meal.² Whether it's a signature taco or spicy chicken sandwich, consumers are willing to wait in long drive-thru lines, pay extra, and go out of their way for the food they are dreaming about.



WAYS TO WIN:

- **Limited-Time Offers:** Spark FOMO by teasing limited-time flavors or unique dishes that play into temptation and create a sense of urgency.
- **Social Proof:** Encourage LTOs and user-generated content. Operators can also partner with digital influencers to generate buzz.
- **Lean into Loyalty:** Capitalize on app-based rewards and incentives to drive frequency.
- **Menus Made to Move:** Make sure that whatever craveable dish you're serving is travel-friendly. Consider redesigning menus for durability and speed.

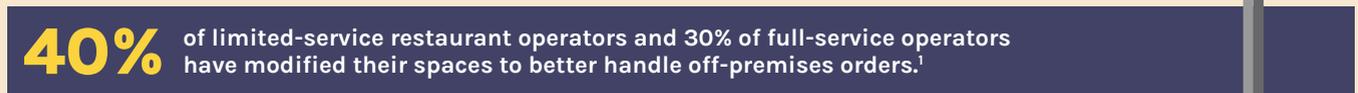


STRATEGY 3: RETHINK THE BACK OF HOUSE

Running a successful off-premises operation is about being flexible, fast, and frictionless.

WAYS TO WIN:

- **Dedicated Pick-up Zones:** Design pick-up areas that are easy to find and stress-free, like marked parking spots and separate entrances for delivery partners.
- **Staff Training:** Staff need to balance attention equally among in-house, takeout, and delivery services.
- **Order Accuracy:** Consumers expect to receive what they order. Implement systems and processes to double-check orders and capture feedback, making any necessary improvements.



STRATEGY 4: PACKAGE UP THE EXPERIENCE

Food packaging is critical to the off-premises experience and should be a priority, not an afterthought. Datassential's Chain Performance Update for Delivery + Takeout reveals a direct correlation between better packaging and higher food quality ratings. If meals are soggy, cold, or leaky, customers will notice and take their wallets elsewhere.



WAYS TO WIN:

- **Design for the Journey:** Packaging must keep food hot (or cold), crisp, and intact. Invest in containers that prevent leaks, maintain food integrity, and minimize cleanup.
- **Test Your Packaging:** Order your own menu to-go and see how it holds up.
- **Premium Pays:** Don't be afraid to adopt premium packaging. If it means the meal feels as special in a living room as it does in a dining room, customers will pay for it.
- **Brand Every Bite:** Use packaging as a marketing tool. Custom-branded packaging can help food hold up for that social shareable moment, which doubles as free marketing.
- **Think Sustainability:** Implement eco-friendly measures to reduce waste, adopt sustainable packaging, or offer customers the option to opt out of extras like napkins.



STRATEGY 5: GO BEYOND THE BASICS

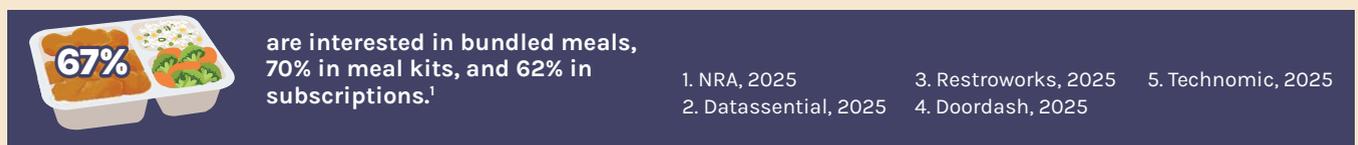
Beyond the traditional fare, operators are exploring other ways to drive incremental revenue and traffic.

 **Meal Kits:** Provide pre-portioned, uncooked ingredients and step-by-step instructions for customers to easily prepare meals at home.

 **Bundles:** Create meal bundles that pair well together. Think appetizers, dinner, drinks, and dessert.

 **Packaged Foods:** Package up and offer signature food items (i.e., sauces, frozen entrees).

 **Subscriptions Please:** Develop a ready-made meal service for pickup or delivery on the days the customer chooses.



1. NRA, 2025
2. Datassential, 2025
3. Restworks, 2025
4. Doordash, 2025
5. Technomic, 2025

Finding The Balance



COMMERCIALY
COMPOSTABLE ONLY.
FACILITIES MAY NOT
EXIST IN YOUR AREA.
CERT #10528471



No intentionally
added PFAS



Pulp Hinged Containers

42080010F200N | 200/cs 48090030F200N | 200/cs

A high-quality, sustainable solution for takeout and delivery that is designed to perform across a wide range of menu items, balancing convenience, durability, and environmental responsibility

- Secure locking design helps keep containers closed during transit, minimizing the risk of leaks and spills
- Perforated lids that tear away easily for table-ready dining on the go
- Moisture, oil, and grease resistant to provide a mess-free dining experience



Compostable



Hinged



Microwavable



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As the desire for more mindful, healthy eating increases, consumers are showing that they aren't necessarily willing to sacrifice sweet treats entirely. According to a 2025 International Food Information Council (IFIC) Spotlight Survey, 58% of Americans prefer sweet-tasting foods; however, 78% of respondents believe it's key to reduce the overall indulgences in their diet to manage health concerns². The rise of GLP-1 weight loss drugs, which help regulate appetite and blood sugar, is further accelerating the push toward a more balanced approach.

This complex relationship between taste preferences, wellness goals, and food choices presents an opening for foodservice operators to navigate the line between satisfying the sweet tooth and supporting healthier habits at the same time.

Consider offering customizable desserts, allowing guests to choose from lower-sugar sauces or gluten-free alternatives. Highlighting call outs like "contains probiotics" or "naturally sweetened" can make treats feel less like a guilty pleasure and more like a smart choice. Whether it's portioned desserts, snack pairings, or ingredient swaps, there's a strong opportunity to rethink menus to meet the moment.

Packaging plays a critical role in accomplishing both objectives. Versatile designs that enable portion control, keep components fresh and separate, and work across hot and cold applications enable consumers to eat more intentionally, without sacrificing convenience. And when those solutions are sustainable, durable, and made for life on the go, they empower a lifestyle where a healthy routine feels not only achievable but also enjoyable.



NEWLY IMPROVED!

NEW!

12-Count Cupcake Container

HKP412N | 70/cs

Redesigned for improved stackability, this container ensures more secure in-store displays to showcase elevated cupcake creations with confidence

- Crystal clear PET is optimal for merchandising and promotes impulse purchases
- Holds standard 2.5" cupcakes while enhancing visual appeal with an elevated aesthetic
- Fully recyclable, supporting sustainability efforts

Single-Serve Bowl Combo Packs

C92024T100 | 100/cs C12032T100 | 100/cs
 C92032T100 | 100/cs C12048A100 | 100/cs

Sabert's popular line of single-serve bowls is now available in convenient combo packs, including both the lid and base, to help simplify operations for both back-of-house and distributors

- Ideal for showcasing cold foods, from leafy greens to fruits and pasta salads
- Available in a full range of sizes from 8 to 64 ounces, to meet all serving sizes
- Designed with an upscale look and features tight-fitting lids for secure, leak-resistant transport
- Clear PET lids and bases are recyclable



Beverage Buzz is Brewing



Kraft Coffee Clutch®

64301 | 1,200/cs 6106 | 1,200/cs
63200 | 1,200/cs 65000 | 1,200/cs
66000 | 1,200/cs

Corrugated paper and paperboard sleeves work for both hot and cold drinks, meeting consumers' increasing demand for beverages such as iced coffees, teas, and energy drinks

- Sleeves absorb excess condensation from cold beverages and insulate hot beverages
- Custom printing provides an ideal canvas to reinforce brand awareness, perfect for running Limited Time Offers (LTOs)
- Made from 100% recycled material and a minimum of 95% post consumer fibers



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Coffee is taking center stage, and it's not just about the caffeine. Consumers are embracing beverages that reflect their personality, fuel their day, and offer bold, unique flavors. With 67% of Americans drinking coffee several times a week and 47% expressing interest in trying coffee flights ⁴, it's clear the drinks aren't just an add-on; they're an experience.

This growing fascination with café-style refreshments has expanded beyond individual indulgence. Whether it's group coffee runs for the office or "little treat" outings with friends, drinks are being shared more often and savored more intentionally. Operators are meeting this demand with globally inspired offerings, such as Vietnamese blends, Italian shakeratos,

and ube lattes, all tailored for moments of connection and comfort.

As these beverage rituals evolve, so does the need for formats that make it easy to serve drinks in various settings, from hot coffee shared among coworkers to iced lattes enjoyed on the go. Thoughtful packaging details that help maintain temperature, manage condensation, and accommodate multi-drink orders are becoming just as important as the menu itself.

In a culture where taste, function, and togetherness all matter, every part of the experience, from the first pour to final sip, has the power to delight.



Beverage on the Move®

7175N | 25/cs 7174 | 25/cs
7450 | 30/cs 6999 | 20/cs

Drive interest in signature beverage programs with a solution suited for a variety of catered events, from at-home to in-office

- Features Sabert's Patented Pop, Fill & Go™ system that automatically inflates bag for fast and easy assembly
- Convenient one-handed serving and transport
- Keeps beverages hot or cold for up to 2 hours

Kraft Drink Carrier

29501 | 250/cs 29500 | 200/cs
29505 | 200/cs 29530 | 200/cs

Transport beverages for delivery or takeout, carrying up to four drinks at once with a single hand

- Ships flat for space savings and assembles in seconds
- Custom printing available to enhance branding
- Transports beverages with less risk of spills
- Available in four cup and two cup options, fitting a variety of cup sizes



Tough Times, Smarter Spending

NEW!



8" x11" Classic Clear & Dual-Color Hinged Containers

H53110800F180 | 180/cs H57110020F180 | 180/cs
H57110030F180 | 180/cs H73110800F180 | 180/cs
H77110020F180 | 180/cs H77110030F180 | 180/cs

Sized right for busy takeout and delivery programs, these containers are available in all-clear and dual-color, with compartmented options offering convenience and style

- Compartmented bases and lids allow for portion control and prevent food migration
- Streamlines back-of-the-house efficiency and procurement process
- Secure lock prevents leaks during transport, while dual, easy-open tabs make it simple to handle



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Faced with economic uncertainty, consumers are scrutinizing their spending more closely, including rethinking their dining habits.

Rather than splurging on delivery fees or premium upgrades, many diners are favoring more practical, budget-friendly selections. In fact, 58% now say they prefer to pick up their orders themselves to avoid extra charges.⁶ Guests are also returning to the basics, opting for simpler foods over costly, deluxe versions. That might look like a flatbread instead of a gourmet pizza, chicken fingers and fries instead of a steak entrée, or even just a warm cup of soup as an affordable choice.

Meanwhile, operators are working hard to appeal to customers who want to make their finances go further. Options like value combo meals or smaller

menus featuring only the best-selling items can help keep expenses down for everyone. Loyalty programs are another strategy that rewards frequent visitors with incentives, such as discounts or special offers.

However, even when restaurant-goers are penny-pinching, they still care about what they eat. Packaging solutions that help maintain food integrity and enhance its visual appeal can reinforce the perception of quality and improve the overall takeout experience.

In a time when money is tight, foodservice providers who adapt to these needs will be in the best position to win the customer's wallet.



Kraft Flatbread Box

150340 | 125/cs

A functional solution for serving up flatbreads. Made with robust corrugated construction, this box is the perfect choice for one of the most in-demand menu items

- Durable, allowing transport without worry of damage
- Insulates to keep flatbread warm during delivery
- Recyclable with a natural look to highlight sustainability benefits



Durable



Recyclable



Natural Look



Multiple Sizes Available



Leak Resistant



Recyclable

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



Paper Soups & More Cups

PK14008D500 | 500/cs

PK14012D500 | 500/cs

PK14016D500 | 500/cs

PK14032D500 | 500/cs

551104D500 | 500/cs

551105D500 | 500/cs

Serve up soups, chilis, stews, and warm sides in style! Topped with paper lids, these cups offer up a fully sustainable solution

- Premium grease resistant coating prevents leaks and discoloration
- Paper cup and lid are both recyclable
- Available in 8,12, 16, and 32 oz. sizes

Policy on the Plate



r-PRO™ Bowls & Containers

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

Made with Sabert's proprietary polypropylene blend, this line contains 25% post-consumer recycled content (PCR), helping operators reduce their environmental footprint

- r-PRO™ material is recognized as APR Design Preferred, meeting industry recyclability requirements
- Sleek design and curated stone color provide a modern, upscale look that enhances both cool and warm-toned foods
- One lid for single stocking convenience with a family stacking feature for secure transit



The rules for what ends up on the table are changing fast. Consumers now want to know more about what exactly they are eating and what's holding and protecting their meals. New regulations around food labeling, ingredient transparency, and packaging are reshaping how operators present and serve dishes.

Across the country, packaging policies are increasingly focused on sustainability. Some states are rolling out Extended Producer Responsibility (EPR) laws that shift the responsibility for the life cycle of products, including their disposal, onto producers, encouraging them to adopt more eco-friendly practices. To avoid paying higher fees for using materials that are not recyclable or compostable, foodservice operators are working

more closely with their food packaging suppliers to identify the right alternatives. For example, many are now opting for certified compostable molded fiber pulp solutions or plastic options made with post-consumer recycled (PCR) content.

Although policies are helping to lead the movement toward more sustainable packaging, consumers are also standing behind them by actively seeking out businesses that align with their environmental values.

As regulations tighten and expectations grow, operators who choose food packaging solutions that meet these demands will be better prepared for what's next in foodservice.



COMING SOON!

 No intentionally added PFAS
 Made in USA
 **COMMERCIALLY COMPOSTABLE ONLY. FACILITIES MAY NOT EXIST IN YOUR AREA. CERT #10528471**

Pulp Plus® and Pulp Ultra® 16 oz. Oval Bowls

497BB300TPLS | 300/cs 5497SV300 | 300/cs
497BB300TULT | 300/cs

Sustainable, strong, and proudly made in the USA, these bowls are built to perform across dine-in, takeout, and delivery settings.

- Pulp Plus® delivers reliable durability and liquid resistance and is ideal for immediate use
- For tougher demands, Pulp Ultra® adds a proprietary coating for superior protection against grease, moisture, and humidity
- Both Plus® and Ultra® are oven and microwave-safe up to 400 degrees F, supporting a variety of reheat applications
- Coordinating polypropylene lid is available



Sustainable



Oven Safe



Microwavable

Rectangle Paper Bowls

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

Rectangle paper bowls with a polypropylene coating strike a balance between sustainability and performance. Ideal for grab n' go and takeout applications, this versatile solution provides superior performance across both hot and cold foods

- Recyclable PP lid and paperboard base
- Natural look promotes sustainability and enhances food appearance
- Refrigerator safe up to 4 days and microwavable
- Grease and oil resistant



Recyclable



Natural Look



Oil & Grease Resistant

The Family Dinner is Back on the Table

COMING SOON!



Pulp Ultra® 30 oz. Container

46130F300ULT | 300/cs

Built for hearty entrees and sides, the durable container provides effortless heat-and-eat convenience from store to table

- BPI-certified and can perform against oil, grease, moisture, and humidity
- Maintains freshness up to 30 days refrigerated or 1 year frozen
- Built to withstand microwave, oven, and rapid-cook applications



Compostable



Oil & Grease Resistant



Microwavable



Ovenable



Refrigerator Friendly



Sustainable

Pulp Plus® 12" x 7" Container

43130780DTPLS | 300/cs

Ideal for family meals, this 76-ounce spacious container features sturdy molded fiber pulp construction that can resist soak-through, ensuring a clean, mess-free presentation

- Ideal for grab 'n go, fresh prepared meals and more
- Holds up in refrigerated and frozen environments without compromising quality
- Suitable for microwave, oven, and rapid-cook heating

52%

of consumers reported buying family-sized frozen or ready-to-heat meals in the past year.⁸

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As schedules stay full and mealtimes get squeezed, more people are returning to the comfort and practicality of dinner at home. But it's not just about tradition. The growing selection of premium prepared foods is transforming how families think about convenience. With 80% of these shoppers stating they plan to save money by dining out less, demand is increasing for options that deliver both quality and ease.⁹

Today's ready-made meals offer more than just speed. Consumers are seeking high-protein, preservative-free foods and globally inspired flavors that feel fresh and satisfying. As younger generations embrace these offerings, brands are elevating standards across the board, making it simpler than ever to dish up restaurant-caliber cuisine in minutes.

For foodservice providers and processors, meeting this mounting demand begins with thoughtful packaging. Heat-and-eat dishes require solutions that transition easily from the refrigerator to the microwave to the table. Durability, flexibility, maintaining food integrity, and enhancing the at-home experience are critical considerations when selecting packaging. When combined with recyclable or fiber-based alternatives, these products go beyond sustainability—they help support what matters most: time together. It's a fast-moving world, and packaging that prioritizes convenience, quality, and environmental responsibility will make it easier for families to slow down, connect with one another, and enjoy a meaningful meal.



PP Processor Trays with PET Lid

1000494 | 420/cs 56580G390 | 390/cs

A high-performing solution for heat-and-eat meals, these trays are built to work seamlessly with standard back-of-house automation processes for both grocery and packer-processor demands

- From the freezer to the microwave, these trays are perfect for everything from appetizers to entrées
- Offered in a range of shapes and sizes to fit an array of menu applications
- Film sealable with a PET lid option available
- Additional PP Processor Trays that are Made To Order (MTO)



Pulp Ultra® 6.33" Round Bowl

41060190DULT | 600/cs

An ideal solution for processors seeking to meet plastic reduction goals with a compostable end-of-life alternative

- Made with Pulp Ultra®, this product is shelf stable for up to 30 days in refrigerated environments and ensures freshness in the freezer for up to 1 year
- Compatible design for automation and film sealing
- Designed to handle a variety of microwave, oven, and rapid-cook applications



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

Cracking the Code on Engagement

NEW!



Kraft Pop-Up Catering Tray with Paperboard Inserts

150093 | 35/cs 150355 | 100/cs 150354 | 80/cs

Catering trays with full or half inserts can accommodate a variety of containers across paper, pulp, and resin substrates, giving consumers the flexibility to personalize their meal selections while enhancing presentation

- Durable, allowing transport for a variety of heavy entrees without worry of damage
- Effectively insulates meals to maintain heat and the integrity of the food
- Custom printing available to boost consumer engagement and drive marketing opportunities



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In the mobile-first world, brands must meet people where they are: on their phones. Businesses are exploring various ways to utilize QR codes to connect directly with customers. With 59% of consumers now scanning these codes daily¹¹, foodservice establishments have a valuable opportunity to enhance brand awareness, share more about their identity and values, and solicit user feedback.

Scan-to-understand is becoming second nature. When someone scans a QR code, they can pull up a restaurant menu, a survey, and websites. This behavior provides operators with a simple, direct communication channel. QR codes can also help educate diners, whether it's how a product is made, disposal instructions, or the value of food

packaging. According to Industry Intel, 51.9% of consumers view connected packaging as a way to support recycling and sustainability goals.¹² For example, if a QR code is printed on a takeout container, consumers can scan it to watch a video about an eatery's environmental practices and how their choices can make a difference. As more people demand transparency, QR codes make it easy for brands to share their efforts and initiatives.

By blending physical packaging with digital experiences, foodservice providers can foster more meaningful relationships, educate customers more effectively, and remain relevant in an increasingly connected world.



COMING SOON!

Printed Paper Square Bowls with Recessed Lids

PKB27024D300 | 300/cs PKB27032D300 | 300/cs
5121070F300 | 300/cs

Increase customer engagement by showcasing your brand and offering interactive features like QR codes that link to rewards or your website

- New recessed lids make stacking easier and help to keep food secure during transport
- Premium grease resistant coating prevents leaks and discoloration
- Audible lock ensures that splash-proof lids are secured
- Pedestal foot increases value perception and allows for the release of heat and steam



Pulp Ultra® 32 oz. Round Bowl

49032D300ULT | 300/cs 5112090D300 | 300/cs

BPI-certified and sets a new standard in molded fiber pulp food packaging with its advanced, superior coating, providing unmatched protection against moisture, oil, and grease

- Ideal for takeout, delivery, grab 'n go, fresh prepared, or pre-packaged meals
- Endures a range of reheat applications including microwave, conventional oven, and rapid-cook ovens
- Shelf stable up to 30 days in refrigerated environments and preserves freshness in frozen conditions for up to 1 year

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

BREAKFAST, BEVERAGES, and BEYOND:



45%
plan to order food
for employees
more often.¹

With more employees returning to the workplace, food has become a way for companies to bring people together, shape culture, and make the office feel worth coming into, even if only a few days a week.

This demand has created a steady stream of catering orders that show no signs of slowing down. It's no wonder that foodservice operators are putting workplace catering at the top of their priority lists. When done right, it can be a profitable, reliable, and high-margin revenue opportunity. Discover how corporate catering isn't just a smart way to grow your business, but how it can also be the ultimate marketing tool.



43%
of workplace
orderers have a
recurring meal
program in
place.¹

80%
of corporate
buyers plan to
order catering at
least once a
month.²



The Business Case

Not only is catering on a growth trajectory, but it can also be a major growth driver. According to Olo, catering can make up as much as 20% of a restaurant's sales and is often larger and more profitable than other off-premises orders.

Catering:

- Can tap into new markets and reach customers beyond dine-in traffic.
- Help stabilize income during slow periods or seasonal dips.
- Utilizes existing kitchen, staff and equipment for high-margin incremental business.
- Lead to word-of-mouth referrals.

72%
of businesses
report that offering
catering has
improved their
overall revenue.³

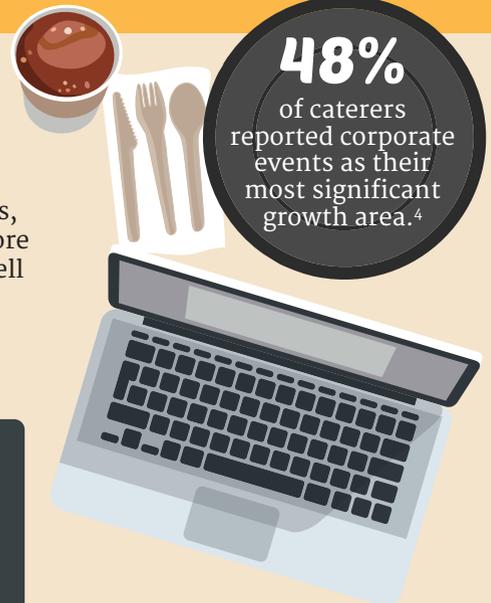
Feeding Workplace Culture

Food is becoming a powerful tool for shaping office culture, with many companies leveraging catering to foster engagement, promote wellness, and demonstrate their values. Forward-thinking leaders are paying more attention to the mental well-being and health of their workforce, as well as creating inclusive experiences to bring people closer together. Catering menus are increasingly offering diverse options, such as vegetarian, gluten-free, or globally inspired flavors, while also emphasizing sustainability by using locally sourced ingredients and sustainable packaging.

By offering food – whether that's lunch, breakfast, or snacks – companies can cultivate a more positive and supportive work environment, giving employees the opportunity to get to know each other better, share ideas, and deepen personal connections.

Meal benefits
make **85%** of
employees feel
more appreciated
and satisfied with
their employer.⁵

48%
of caterers
reported corporate
events as their
most significant
growth area.⁴



57%

of employees say food-based
perks make them feel more
valued and appreciated by
their employers.⁶

1. ezCater, 2025

2. Curate, 2025

3. Checkmate "Restaurant Catering: Key
Statistics and Trends for 2025 and Beyond"

4. Lunchbox.io, 2024

5. DoorDash, 2024

6. ezCater, 2024

How Catering is Taking Over the Workplace

What Corporate Clients Want on the Menu

The classic sandwich tray is no longer the only star of the catering menu. Businesses seek flexible, customizable menus that cater to diverse palates and accommodate various dietary restrictions.

When asked what matters most in a catering menu, here's what they said:

64%

want to be able to customize, including swap out sides, tweak individual items.¹

39%

want trays or platters that work for groups.¹

38%

want individually packaged meals.¹

33%

of operators are focused on improving their catering food packaging.¹

Packaging is More Important Than You Think

The majority of workplace catering is off-premises, so it's no surprise that foodservice operators are taking a closer look at their packaging strategies. Customers expect food to arrive fresh, intact, and visually appealing from the kitchen to the conference room. Investing in packaging that helps maintain food integrity from start to finish can help make a lasting (and positive) impression.

Beyond functionality, packaging also serves as a branding opportunity. Whether it's a company logo or unique designs, well-branded packaging can be another way to stand out and earn repeat business.

Depending on individual operational needs and menu requirements, assessing food packaging solutions involves a number of factors:

- ✓ Durability
- ✓ Fitness for Use
- ✓ Presentation
- ✓ Sustainability
- ✓ Safe & Secure
- ✓ Customization
- ✓ Versatility
- ✓ Convenience



Catering Trends to Watch



Breakfast is Hot: "Breakfast" is the most-searched keyword on ezCater.



Menu Trials: Many companies are testing catering with smaller orders before committing to a big event.



Limited Time Offers (LTOs): Seasonal or limited-run menu items give clients something new to get excited about.



Collaborative Spaces: Food is now an integral part of the office experience, not just a perk. Versatile setups (snack walls, coffee stations, grab-and-go) are a must.

5 Quick Tips for Operators

- 1. Build a Flexible, Customizable Menu:** Consider dietary restrictions and choice.
- 2. Invest in Packaging:** Leverage packaging that makes it easy to transport food, keeps food fresh, and puts your brand in front of potential new customers. Partner with your packaging supplier to find the right solutions.
- 3. Make Ordering Easy:** Streamline the process for recurring orders and consider digital platforms that make it simple to place orders.
- 4. Treat Catering as Marketing:** Every order is a chance to make a new customer and win their business outside of work.
- 5. Diversify Dayparts:** Don't limit your menu to lunch. Try offering breakfast snacks, afternoon items, and dinner options. Also, consider adding beverages and desserts that can increase the average order and help you stand out.



Play With Your Food

Social media has turned food into more than a meal – it’s content, conversation, and culture. From viral recipes and influencer-driven menus to packaging designed for the perfect shareable moment, Play With Your Food explores how online trends are shaping dining decisions and elevating packaging’s role in the experience.

Download this guide to see how foodservice operators can harness social media and innovative packaging to capture attention, spark cravings, and drive lasting connections.



**THINK
INNOVATION**



**THINK
QUALITY**



**THINK
STRONG**



**THINK
SUSTAINABILITY**



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