



CURBSIDE PICKUP AND DELIVERY



Packaging That Delivers



GROWING BUSINESS IN THE “NEW NORMAL”

Recent national events have led to changes in the foodservice industry, introducing social distancing, extra sanitation precautions, limited menus and a shift in demand. The term “new normal,” describes industry changes that may become long-lasting.

In order to thrive in the new normal, it is critical for operators to develop solid off-premise strategies to help offset some of the lost revenue from on premise dining.

20% of Consumers say that they plan to get more takeout and delivery over the next 2-3 months¹, which gives operators an opportunity to boost pickup and delivery sales.



CURBSIDE PICKUP & DELIVERY BUSINESS BUILDING STRATEGIES:

- Become More Takeout & Delivery Friendly
- Expand Options for Customization
- Implement Effective Traffic Building Promotions

BECOMING MORE TAKEOUT & DELIVERY FRIENDLY

Developing solid off-premise dining strategies for curbside pickup, delivery and takeout can help offset some of the lost revenue from on premise dining and build a new loyal base of customers. 85% of operators offer takeout, but only 65% offer curbside and 56% delivery, which means that up to 1/3 of operators are leaving money on the table. Having a restaurant quality experience at home helps to increase repeat purchases. Food packaging is critical to enhancing this experience.

Source: Dataessential Life Goes On Report 33 9.4.20

CURBSIDE PICKUP

Curbside pickup is a key offering that can help guests feel more safe and make it easier for customers and delivery drivers to get in and out as quickly as possible.



Curbside Specials

Advertising Menu Specials Curbside

Curbside signage with new and trendy menu specials is a great way to build check sizes, reduce waste and keep guests coming back to try new cuisines.

Low Cost Homemade Signs

Homemade signs are inexpensive, fun, and are an endearing way to grab the attention of patrons passing by your restaurant.

Include Unique Callouts

Use words like “Authentic” or “Support Small Business.”

Source: The Faire Blog May 5, 2020

Packaging can make or break the guest experience for pickup, takeout or delivery. Sabert offers an array of packaging solutions to help.

Key Characteristics for Optimal Pickup, Takeout & Delivery Packaging

Sturdy: Holds up in transit

Splash Resistant: For wet salads / dressing

Temperature Optimization: Keeps hot foods hot, cold foods cold

Texture: Maintains crispiness better than other containers

Delivery Bag Efficient: Fits well in takeout / delivery bags

Tamper-Evident: Gives guests getting delivery more peace of mind

Sustainable: Offers a compostable or recyclable solution

BECOMING MORE TAKEOUT & DELIVERY FRIENDLY

IMPROVE THE HOME DINING EXPERIENCE WITH OPTIMAL PACKAGING

- 72% of American consumers say that packaging designs influence their purchasing decisions. People buy with their eyes, and attractive packaging encourages repeat sales.¹
- 60% of diners consider the quality, freshness, and temperature of their food to be “the most critical factor in ordering delivery.” Hot and cold food should be packaged separately, so that each dish arrives at the temperature it’s meant to be enjoyed.¹
- Half of consumers say that a restaurant’s sustainable practices influences whether or not they dine there.²
- 85% percent of survey respondents said they would like restaurants to use tamper-evident products to keep drivers from nibbling on their food in transit.

¹Touch Bistro Blog

²Fit Small Business

KEY TAKEAWAYS:

Use Products that Perform

Containers with locking and stackable lids prevent leaks and spills, making travel in a car or a delivery bag safe and secure

Keep Food Integrity

Compartment containers help protect flavors, while reheatable options provide simplicity, avoiding replating and additional clean up

Consider Food Safety Options

Tamper resistant containers, bags and bagged cutlery ensures food safety once a meal is prepared it remains unopened in transit

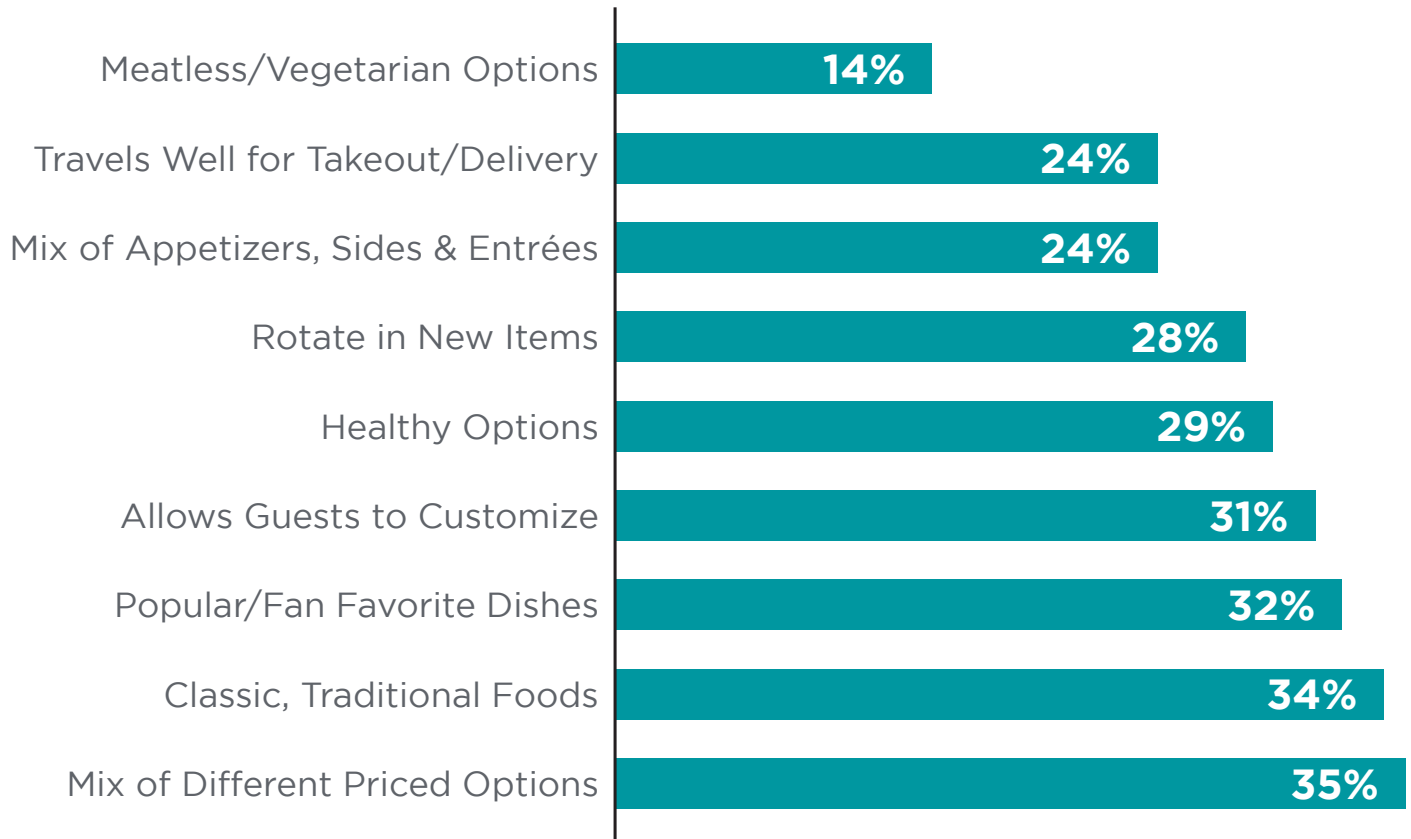


EXPAND OPTIONS FOR CUSTOMIZATION

BROADEN CUSTOMER APPEAL

Customization Insights & Best Practices: One in three diners feels it's most important to have a mix of different price tiers and the ability to customize.

Consumers want options, even with limited menus:



Satisfy more guests, by offering a mix of entrée sizes, price points, fan favorites, healthy options and classic dishes. Use takeout & delivery friendly packaging for the ultimate home dining experience.



Hot Collection












Kraft Collection



ITEM NUMBER		DESCRIPTION	OUTER DIMENSIONS (in inches)	HEIGHT (in inches)	MATERIAL	CASE PACK
H73090310F264	□	Black Base with Clear Lid 6" x 9" Hinged Rectangle Container	9.00 x 6.00	3.50	PP	264
1000728	□	Black Base with Clear Lid 8" x 8" Hinged Square Container	8.00 x 8.00	2.50	PP	138
1000744	□	Black Base with Clear Lid 9" x 9" Hinged Square Container	9.00 x 9.00	2.50	PP	112
1000751	□	Black Base with Clear High Dome Lid 9" x 9" Hinged Square Container	9.00 x 9.00	3.00	PP	112
H52060190F450	□	Clear 6" x 6" Hinged Square Container	6.00 x 6.00	3.00	PP	450
H58090030F180	□	Clear 9" x 9" Three-Compartment Hinged Square Container	9.00 x 9.00	2.50	PP	180
H83090300F264	■	Black 6" x 9" Hinged Square Container	6.00 x 9.00	3.50	PP	264
H82090370F180	■	Black 9" x 9" Hinged Square Container	9.00 x 9.00	2.50	PP	180
74090300N300	■	Black 30 oz. Oval Bowl	6.40 x 8.90	2.31	PP	300
5242091N300		Clear PP Lid for 16, 30 oz. Oval Bowls	6.50 x 9.00	0.88	PP	300
77132B300	■	Black 32 oz. Medium Round Container	7.69 D	2.19	PP	300
77032B300	■	Black 32 oz. Medium Round Bowl	7.69 D	2.19	PP	300
52771B300	□	Clear Dome Lid for 18, 24, 32 oz. Medium Round Bowls and Containers	7.50 D	0.50	PP	300
C75112B150	□	Black 12 oz. Small Round Container with Clear Dome Lid	5.63 D	Base: 2.06 Lid: 0.63	PP	150
71335B150N	■	Black 35 oz. Three-Compartment Medium Rectangle Container (22-6.5-6.5 oz.)	11.13 x 8.00	1.63	PP	150
52173B150N	□	Clear Dome Lid for 35 oz. Three-Compartment Medium Rectangle Container	11.13 x 8.00	0.88	PP	150
71146B150N	■	Black 46 oz. Medium Rectangle Container	11.13 x 8.00	1.63	PP	150
73110460N150	■	Black 8" x 11" Modular Tray	11.17 x 8.03	1.90	PP	150
77080060S50	■	Black Adjustable Insert for 8" x 11" Modular Tray	8.33 x 1.50	1.19	PP	300
52171B150N	□	Clear Dome Lid for Medium Rectangle Containers	11.13 x 8.00	0.88	PP	150
78229B300N	■	Black 30 oz. Two-Compartment Small Rectangle Container (18-12 oz.)	9.25 x 6.50	1.44	PP	300
52872B300N	□	Clear Two-Compartment Dome Lid for 30 oz. Two-Compartment Small Rectangle Container	9.25 x 6.50	0.75	PP	300
20003	■	Meal Insert for One Fits in 10" Delivery Bag	10.00 x 5.00	13.00	Corrugated	100
20004	■	Meal Insert for Two Fits in 13" Delivery Bag	13.00 x 7.00	13.00	Corrugated	100
20007	■	Kraft 13" Sealed Paper Delivery Bag	13.00 x 7.00	13.00	Kraft Paper	250
20008	■	Kraft 14" Sealed Paper Delivery Bag	14.00 x 9.00	16.25	Kraft Paper	200
7174	■	96 oz. Beverage on the Move® - Border Print	9.00 x 6.50	9.50	Corrugated	25
150051	■	Caterall Box	22.69 x 14.00	10.13	Corrugated	15
29501	■	2-cup Drink Carrier (Holds 8-32 oz Cups)	8.00 x 3.63	10.13	Paperboard	250
29500	■	4-cup Drink Carrier (Holds 8-32 oz Cups)	6.44 x 6.44	8.38	Paperboard	200
55100	○	Medium Square Fluted Clamshell	5.50 x 5.50	3.00	Corrugated	200
55600	○	Jumbo Square Fluted Clamshell	8.00 x 8.00	3.00	Corrugated	100
9859	○	Flatbread Food Tray	12.31 x 4.75	1.25	Paperboard	200
99817	■	Dining Food Tray	10.00 x 7.00	1.50	Corrugated	100
6106	■	Coffee Clutch® (Fits 12,16,20 oz Cups)	4.88	2.38	Corrugated	1200
9607	■	Corrugated Lunch Box	8.00 x 6.00	4.00	Corrugated	50
9015	■	Soup N' Serve™ - 1/2 Gallon	6.60 x 6.50	5.00	Corrugated	30 sets

○ White ■ Kraft □ Clear ■ Black

	ITEM NUMBER	DESCRIPTION	OUTER DIMENSIONS (in inches)	HEIGHT (in inches)	MATERIAL	CASE PACK
Catering Collection 	CBHFSKN250	■ Wrapped Kit: Black Fork, Knife Spoon with Napkin, Salt and Pepper	8.25	2.00	PP	250
	CBFKNPS	■ Bagged Cutlery Kit: Black Fork and Knife with Salt & Pepper and Folded Napkin	8.25	2.00	PS	500
	CMFSK100	■ Bagged Cutlery Kit: Silver Look Fork, Knife and Spoon with Salt & Pepper and High Quality Napkin	-	8.25	PS	100
	CMFSK100N	■ Wrapped Cutlery Kit: Silver Look Fork, Knife and Spoon in a High Quality Napkin, Sealed with Silver Band	-	8.25	PS	100
Cold Collection  	11070240N240	□ Clear 24 oz. Pop Top Round Bowl made with 50% Post-Consumer Recycled Resin	7.00 D	2.82	PCR PET	240
	11070320N240	□ Clear 32 oz. Pop Top Round Bowl made with 50% Post Consumer Recycled Resin	7.00 D	3.54	PCR PET	240
	5111070N240	□ Clear Flat Hinged Lid made with 50% Post-Consumer Recycled Resin for 24, 32 oz. Pop Top Round Bowls	7.00 D	0.50	PCR PET	240
	C18032B150	□ Clear 32 oz. Medium Square Bowl with Clear Dome Lid	7.50 x 7.50	Base: 2.13 Lid: 1.00	PET	150
	H1307320T	□ Clear 32 oz. SureHinge™ Medium Hinged Tamper Resistant Rectangle Container	7.32 x 5.74	2.80	PET	180
Green Collection     	42050160FPC300	■ Pulp 16 oz. Folding Carton	4.84 x 4.84	2.77	Pulp	300
	43070240FPC200	■ Pulp 24 oz. Folding Carton	4.86 x 6.52	2.92	Pulp	200
	43080320FPC150	■ Pulp 32 oz. Folding Carton	5.80 x 8.30	2.08	Pulp	150
	47080020FPC150	■ Pulp 32 oz. Two-Compartment Folding Carton (17-11.3 oz.)	5.80 x 8.30	2.08	Pulp	150
	47070020	■ Pulp Divided Taco Tray Insert	7.00 x 4.31	2.10	Pulp	300
	46130F300N	■ Pulp 30 oz. Rectangle Container	9.00 x 6.00	1.75	Pulp	300
	47090030D300	■ Pulp All-in-One Taco Tray	8.99 x 6.52	1.67	Pulp	300
	51601F300PP	□ Clear Dome Lid for Rectangle Pulp Containers	9.23 x 6.73	1.78	PP	300
	49148F300N	■ Pulp 48 oz. Square Deep Container	9.00 x 9.00	1.75	Pulp	300
	48090030D300	■ Pulp 32 oz. Three-Compartment Square Container (16-8-8 oz.)	8.90 x 8.90	1.77	Pulp	300
	51901F300PCRN	□ Clear Flat Lid for Pulp Square Containers	9.25 x 9.25	1.04	PCR PET	300
	42116F1000N	■ Pulp 16 oz. Round Bowl	5.00 D	3.40	Pulp	1,000
	51201F1000	□ Clear PP Lid for 8, 12, 16 oz. Round Pulp Bowls	5.20 D	0.34	PP	1,000
	49032D300	■ Pulp 32 oz. Round Bowl	8.06 D	2.31	Pulp	300
	5112090D300	□ Clear High Dome Lid for 24, 32, 48 oz. Round Pulp Bowls	8.42 D	1.15	PET	300
	4409270D300	■ Pulp 27 oz. Oval Burrito Bowl	9.00 x 6.00	2.10	Pulp	300
	5497SV300	□ Clear Lid for Pulp Burrito Bowls and Small Oval Pulp Plate	9.29 x 6.79	1.50	PP	300
	CWCWF1000	○ Wrapped White Compostable Fork	8.50	-	CPLA	1,000
	CWCWK1000	○ Wrapped White Compostable Knife	8.75	-	CPLA	1,000
	CWCWS1000	○ Wrapped White Compostable Spoon	8.50	-	CPLA	1,000
Snack Collection 	100606F300N	□ Clear Large Sandwich Container	5.99 x 5.99	1.20	PET	300
	530606F300N	□ Clear Lid for Clear Large Sandwich Containers	5.99 x 5.99	1.79	PET	300
	C184623B150N	□ Clear 26 oz. Three-Compartment Large Snack Box and Clear Lid (15.5-6-4.5 oz.)	8.42 x 6.14	1.67	PET	150

○ White ■ Silver □ Clear ■ Pulp

IMPLEMENT EFFECTIVE TRAFFIC BUILDING PROMOTIONS

LOW COST ADVERTISING AND PROMOTION SOLUTIONS



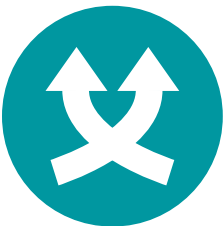
Tantalize with limited-time offers¹

- Of all the marketing strategies for restaurants, this has been known to be the best way to introduce new menu items.
- Get new and current customers excited by promoting new foods on your website and through social media, offering a good discount to encourage them to come in and try the new items.



Email & Text Message Campaigns:

- Use the email addresses you've collected from customers to keep them updated about promotions and discounts. Gather information about birthdays and anniversaries, so that you can send personalized promotions & encourage guests to celebrate with you.
- Some digital payment systems allow guests to "opt in" to text messages from their favorite establishments.



Upsell & Cross-sell with Premiums and Add-Ons:²

- Build check averages by offering guests upgraded premium items or add-ons. Simply adding premium products to the menu taps into the psychology behind pricing strategies and sets a new perceived value for medium and lower priced products.
- Determining the proper premium options to add to the menu involves understanding current food trends and customer purchase behavior in your local market. Front-of-house staff should be trained in suggestive selling.



Loyalty Cards¹

- There's something comforting about being a "regular," and it's even better if it garners a discount. Offer a punch card or digital rewards card to help customers score points that will earn them discounts or free items and make sure the rewards are attainable.
- Offer more points when customers come in at certain times and you'll be able to boost your sales during traditionally slow periods.

¹LSRS Blog

²Agilence Inc. Blog

³Bizeez Communication

⁴Fit Small Business

⁵Review 42 Yelp Statistics Posted 11/21/2020



Social Media Advertising¹

- Advertising on Social Media is cost effective, easy to do and can really help to spread the word about your business. In fact, the biggest investment you'll need to make is your time.



Promote with “IG Worthy” Beauty Shots³

- Use Instagram to post mouthwatering photos of your menu to draw customers to your establishment.
- Add trending hashtags to increase awareness of restaurant.
- Encourage your customers to upload their favorite photos of your menu items and link them with a common hashtag.



Facebook Promotions:

- 92% of restaurants use Facebook for social media marketing and branding.⁴
- Customers who engage with restaurant brands on social media generally spend 20% to 40% more in those restaurants.



Yelp Specials:

- Every restaurant operator should be on Yelp. 45% of customers are likely to check Yelp reviews before visiting. 35% of people searching on Yelp will make a visit to the site they check within 24 hours!⁵
- Yelp also offers “check-in” promotions to drive traffic. When visiting the operator, guests can open their app, show it to the operator and click to “Like” for a free appetizer or dessert.



Build Your Brand with Facebook Live:

- Consumers love authentic and exclusive content. Facebook Live is a tool that allows you to draw more eyes and ears to your establishment.
- One easy way to connect with your audience is to broadcast interviews of your executive chef on Facebook Live about their favorite creations. The passion they have in developing this masterpiece will shine. You can also embed an exclusive promotion code in the video to help track the sales impact.
- Live cooking demonstrations is another great way to engage guests by letting your food speak for itself. A cooking show atmosphere helps to grab the attention of foodies and restaurateurs, while setting you apart from competitors in your area.



Offer Takeout Only Specials:

- Operators that go with third-party delivery will pay a higher cost, often 30% of sales, which is too pricey for many in the “new norm”
- Offer incentives (i.e. free dessert for \$30+ orders) to encourage customers to get takeout or “touchless” curbside pickup, instead.

IMPLEMENT EFFECTIVE TRAFFIC BUILDING PROMOTIONS

BOOST OFF-PREMISE SALES

Food & Beverage Promotion Example:

PROMO VIEWS	AVG MEAL PRICE	F&B REGULAR WEEK CONVERSION RATE	REGULAR WEEK SALES \$	F&B PROMO WEEK CONVERSION RATE	PROMO WEEK SALES \$	10% DISC. PROMO COST	INCR. WEEKLY SALES \$ WITH PROMO
1,000	\$25	2.05%	\$513	5.60%	\$1,400	\$140	\$748

- The average conversion rate for food & beverage with promotion is more than 2X the average rate without a promotion.
- In this example, the operator would gain \$750 in incremental weekly sales (or \$39K annually), with a 10% discount per meal.



CAPTURING CUSTOMER CONTACT INFO:

- If you already have customers connected on Facebook, Instagram or other social media outlets, you can use these platforms for promotions.
- Some electronic payment services, like Apple Pay or Google Pay, allow operators to communicate with customers via email or text.



PACKAGING YOU CAN TRUST

Sabert is dedicated to ensuring safety and well being of our employees, customers, and consumers. In response to the pandemic, we have assembled a taskforce that is dedicated to:

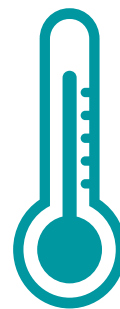
- Creating and enforcing preventative safety measures at all of our locations
- Carrying out emergency response plans
- Working with our customers to implement contingency planning for all products
- Communicating to customers with transparency at all times



WASH HANDS FOR AT
LEAST 20 SECONDS



ADDITIONAL
SANITATION STATIONS



AUTOMATIC
TEMPERATURE
CHECKING STATIONS



MANDATORY USE OF
FACE MASKS



ENFORCING SOCIAL
DISTANCING



OUR COMMITMENT TO SUSTAINABILITY

At Sabert, we believe that our commitment to the environment is a fundamental part of our core business philosophy -- that a more sustainable future helps our customers, our industry, our communities and our planet.

Across all of our facilities, partners, plants and people, we're putting our inventive culture to work to help find new ways to protect the environment, strengthen communities and drive responsible growth - every day.

www.sabert.com/sustainability



Improved environmental outcomes through innovative business thinking.



For more packaging options, or for more information,
visit www.sabert.com or call **1(800) 722-3781**.

