

Does Your Current Packaging Check All the Boxes?

Protect the Food

Yes ☐ No ☐

Operators are not just concerned about keeping their food safe from outside influences, but also keeping the food inside the container from getting out. A proper lid fit not only acts as a barrier keeping contents within the container, it also acts a deterrent to anyone looking to pilfer or “sample” the contents inside.

Ensure Temperature and Texture

Yes ☐ No ☐

Moisture is the enemy of packaged food. Proper ventilation plays a key role in making sure that excess moisture created from the heat of the meal does not continue to cook the food beyond its desired presentation. Without venting, moisture collects on the inside of the lid and eventually finds its way back onto the food. A properly vented container is just as important as the hot food inside.

Replicate the Dine-In Experience

Yes ☐ No ☐

Just because customers choose to eat outside of the restaurant, their experience should never be diminished. Proper packaging ensures that every meal is experienced as if they were dining in your establishment. Ask the question, “Does my packaging match the ambiance of my establishment, the quality of my ingredients, the skill of my kitchen and does it properly represent me?”

Packaging as a Marketing Tool

Yes ☐ No ☐

The container is not just a vessel to transport food from one location to another, it’s a traveling advertisement/ Whether at the lunch table in the office or the family dinner table, packaging indicates that you made a choice to eat outside of the home, and that the establishment was chosen for a reason. Whatever the reason, the first experience the consumer has is taking the container out of the bag.

Ensure Order Accuracy

Yes ☐ No ☐

With the growing popularity of 3rd party delivery apps like *Uber Eats*, *Grubhub* and *Seamless*, order accuracy is more important than ever. A consumer who has a bad experience, whether it’s missing french fries or the wrong entrée, very well may decide to “keep scrolling” the next time they are looking to order delivery. A clear lid allows the operator to verify one last time before the order goes out the door that everything is perfect and as ordered.

**If Your Current Packaging Doesn’t Check All the Boxes,
Let’s Talk about How We Can Help!**



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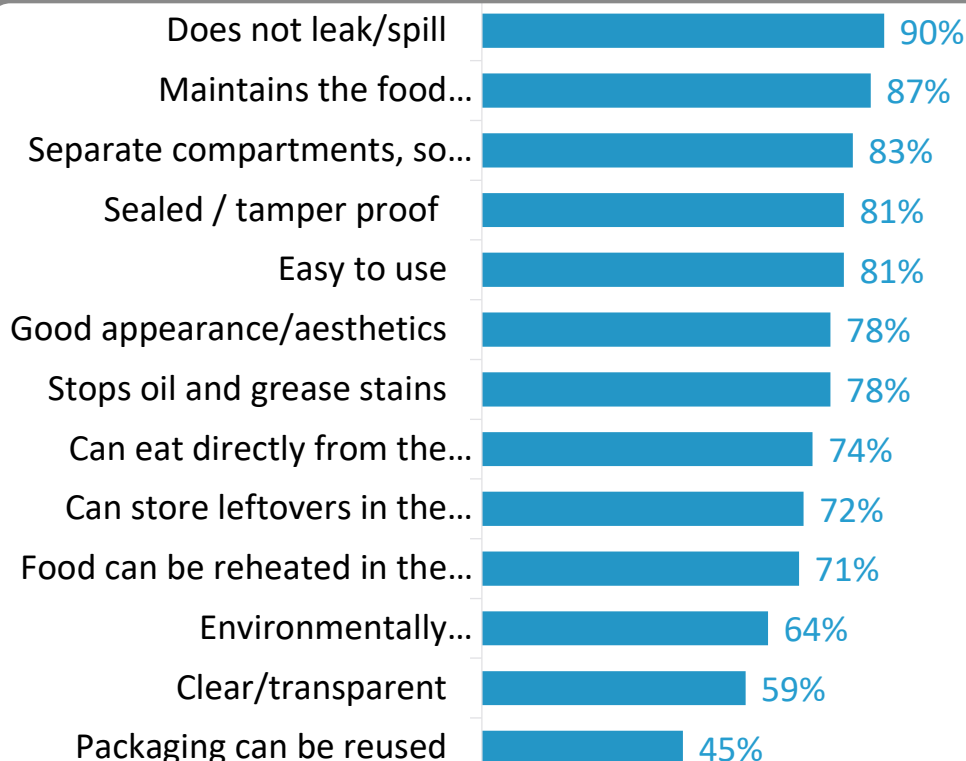
What do consumers expect from takeout packaging?

*Base: Approx. 590 consumers per statement who order carryout or delivery at least once per month
*Q: How important or unimportant are each of the following in relation to packaging and presentation of the food you order for delivery, drive-thru or carryout?

SOURCE: 2024 Technomic Delivery & Takeout Consumer Trend Report

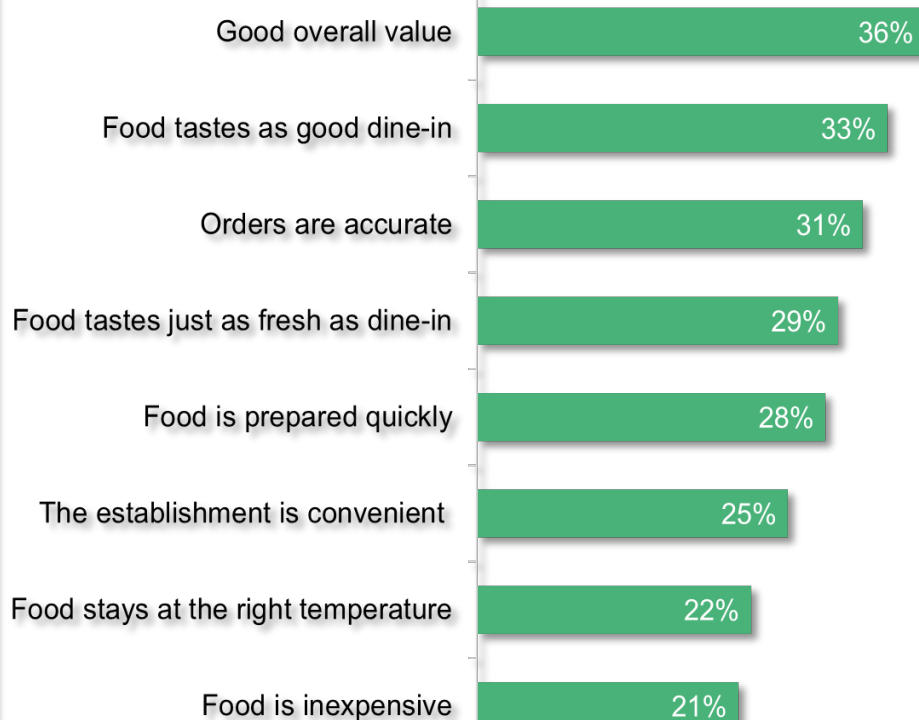
PACKAGING ATTRIBUTE IMPORTANCE**

% SOMEWHAT IMPORTANT/IMPORTANT/EXTREMELY IMPORTANT



TOP CONSIDERATIONS WHEN DECIDING WHERE TO GET FOOD TO GO*

How do consumers decide where to go?



*Base: 1,500 consumers who order carryout or delivery at least once a month

*Q: Thinking only about carryout or delivery orders, what are the most important factors in deciding where you purchase food for carryout or delivery? Please choose up to seven options.

SOURCE: 2024 Technomic Delivery & Takeout Consumer Trend Report