

## Crisp Food Technologies® Containers

# The Only Containers to Keep Food Hot & Crispy!



## Free Samples to Test Your Food

*Crisp Food Technologies®* containers protect the temperature, texture, and taste of your food in a hot display and for 30 minutes in transit. Customers expect takeout, curbside pickup, and delivery to taste as good as a meal served in a restaurant. *Crisp Food Technologies®* can help you satisfy their expectations and grow your off-premise sales.

## Hinged



# Consumers Say Food Tastes Best in “Crisp Food Technologies”



Technomic, an internationally-recognized authority in research for the foodservice industry, conducted consumer research to determine if packaging plays a role in the inherent challenges of delivering a restaurant-quality food experience for off-premise dining. The results of this research are in:

**Food Tastes Better in Crisp Food Technologies® Containers.** [LEARN MORE](#)

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## Industry Leaders Agree - and Recognize the Difference!

Industry leaders recognize the performance difference *Crisp Food Technologies®* containers deliver. In use at over 21,000 locations and growing!

Have you tasted your food after 30 minutes? Request free samples to see and taste the difference!

Recognition continues year after year as ***Crisp Food Technologies®*** earns **industry awards.** [LEARN MORE](#)



- Keep Food Hot & Crispy
- Reduce Packaging Cost!
- Increase Profit Margin!

*Meet our latest Award-Winner, Fry Baby®*

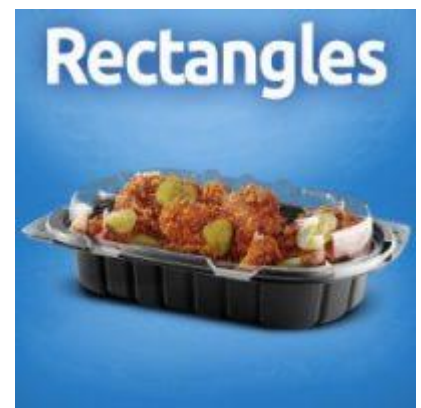
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## How the Unique Design Keeps Food Hot & Crispy



The unique, patented, convection cross-flow design relieves moisture and condensation while maintaining food temperature. Through-the-closure ventilation and raised airflow channels in the bottom of the container, combine with venting in the anti-fog lid to ensure fried foods remain crisp. Even after three hours in heating units and 30 minutes in transit, food looks and tastes freshly made.

## Available in a Wide Range of Shapes & Sizes



Sizes range from 14 to 63 ounces in single, two and three compartment options.

[SEE THE ENTIRE LINE](#)

**In Use at Over 21,000 Locations and Growing!**

**Free Samples to Test Your Food**

**Taste the difference yourself!**

Watch the Video on Home Delivery with Crisp Food Technologies

**Learn More About How Market Leaders Across Channels are using Crisp Food Technologies® Containers to Increase Sales:**



**NEWS** TAKEOUT & DELIVERY SOLUTIONS

## HOW TO THRIVE IN THE 'NEW NORMAL': WHAT WILL CONSUMERS DEMAND?

**D**elivery and curbside pick-up recently became mandatory for both operators and consumers as a result of COVID-19. But as the industry begins the slow process of reopening, it will be critical for restaurants to recognize changes that will shape long-term. Consumers who never used restaurant or grocery delivery before tried during their shelter-in-place time, and many consumers will continue to use these services even after restrictions ease. Operators should understand the trends and anticipate their business and delivery strategy to meet the new daily and constant demand of these services. Finding the right solution

media grows and monetization that far outweighs any paid advertising expenditure. **Critical factors of packaging designed for hot-temperature food include:**

- Leak-resistant, tight closures
- Special features to keep food fresh, both hot and cold
- Reusable, biodegradable, and lightweight materials
- The ability to withstand temperatures to 250 degrees Fahrenheit (121 degrees Celsius) or more
- Flexible, foldable containers

**NEWS** PACKAGING SOLUTIONS

## TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

**T**he pandemic has reimagined the restaurant and food-service industry. Operators are being forced to be more effective than any other industry in order to survive. The launch of the new "Fly Baby" Single-Serve container in early 2020 is specifically designed to hold an order of two, chicken wings, egg rolls, and other food-size items. It is the latest product from Anchor Packaging, based in St. Louis, Mo. The company is currently in the process of testing this new paper container with its B2B customers and will be launching it in the coming months.

For pandemic hit restaurants, the COVID-related operators to avoid the use of shareable or reusable items, which are considered to be disposable as contact-free options. This way, restaurants don't risk spending considerable money on items that may not be used. Operators have gone even further by replacing permanent ware dishes with disposable options for dine-in customers to reduce risk and speed their commitment to safety to their customers.

**While the use of Maintaining a Healthy Environment, there are specific recommendations for:**

- Disinfecting the use of items that are difficult to clean
- Avoid the use of sharing or reusable items (instead, use disposable or digital menus, single-serving condiments, and no-touch trash cans and bins)

**Winsight | Content Studio** RESTAURANT BUSINESS ONLINE

Sponsored content from our partner **Anchor Packaging** on May 05, 2020

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### SOLVING THE CHALLENGES OF HOME DELIVERY

Higher average check size, greater profitability, and lower food cost percentage. How? By pairing an app with a pre-delivery offering.

An app should be far more than a copy of the menu to view on a cell phone. Traditional menus to paper by volume, the consumer views a menu to decide what to eat, then places the order. Research has shown that Home Delivery customers are far less price-sensitive than dine-in or takeout customers. With a properly designed app, there is a natural opportunity to upsell the most profitable items, drinks, beverages, and other add-ons to every customer. In a study done by a large, well-known chain, average check size increased by 32% after implementing an app that made pre-programmed suggestions to consumers, based on their items they selected. The suggestions were logical choices for complementary items to enhance the meal, including dessert. The increase in average check size, made up primarily of the restaurant's highest margin items, helped offset the added cost of delivery.

## CRISPY AFTER 30 MINUTES? One of the Many Challenges of Home Delivery

Long gone are the days that all meals are prepared and eaten at home. Lives have evolved to a state of "on-demand" and instantaneous technology has enabled that transition. Nowhere is that more evident than among the millennial generation. Fueled by a world of "apps," it's no longer necessary to leave your home for anything from lunch to dinner to designer clothing as companies like Amazon can bring the world to us, often with same-day delivery.

If there is any doubt as to the magnitude or impact of the shift in buying behavior, consider the data gathered by one major online shopping chain during a controlled 30-day test, within the same market area. Not the place considered with the best for home delivery, while the other half maintained their standard takeout offering. Some

stays, and most importantly how to maintain food quality for the 30-minute to 1-hour, it is especially critical with french fries, which is essential to the taste profile. The same chain that performed the 30-day test with Uber Eats also performed tests of packaging to determine which closed packaging would maintain crispness of their fries and maintain original food texture, while still allowing temperature. The chart summarizes the test results.

The Closed Container by Anchor Packaging is 100% leak-proof and is designed to maintain crispness for up to 4 hours. It has been recently adopted for the restaurant industry to address the challenges associated with home delivery. Chain using this product have reported results that surpass any other packaging alternative.

## "SOGGY FRIES" ARE NOT OK THERMAL IMAGING DISCLOSES THE SCIENCE BEHIND THE SOLUTION

Home Delivery in the U.S. is projected to reach \$150 billion over the next four years, signaling the consumer trend is not an option for any foodservice operator. There are far more questions than answers in developing a successful food delivery business. Menu offerings, 3rd party delivery versus QR, POS systems, pricing models to charge for delivery, and not allow the business to suffer from those entering the Home Delivery market.

One topic that is not as far debated as food quality and presentation. Every study done thus far clearly shows that consumers expect their food to hot and taste just like it does in the restaurant, and not foods will arrive hot and crisp and soggy. In fact, according to Technomic, 46% of all consumers leaving Home Delivery through 3rd party services place the blame for a negative experience squarely on the restaurant. The same Millennial generation

In 2017, the USDA estimated that french fry consumption in the U.S. topped 6 billion cups, making it one of the top 10 most consumed fast-food items. The challenge is how to keep this particular side dish both hot and crisp during a 30-minute drive to the customer. The challenge applies equally to all fried foods, including wings, chicken strips, fried chicken, etc.

The graph on the left shows the results of tests performed at multiple locations of two leading national restaurant chains. While neither fiber performed the best in heat retention, it saved poorly in condensation removal and maintaining food texture. The best overall performance was achieved by the "Open Food Container." The Open Food Container by Anchor Packaging of St. Louis, Mo. is a patented technology currently in use at over 150,000 stores.

**30-Minute Closed Container Test**

Offering standard take-out presentation with closed container performance while the other offering Uber Eats achieved an increase of 36% for that same period - a 32% saving. In results similar results have been reported anecdotally by other chains, confirming that Home Delivery cannot be ignored. Many challenges face the foodservice operator wishing to offer

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