

## 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!

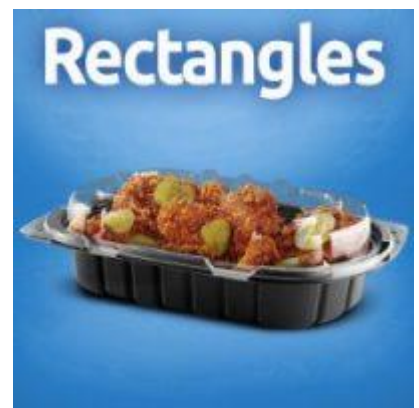
Meet our latest Award-Winner, *Fry Baby®*

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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:**

### CStoreDecisions

How Two C-Store Chains Doubled Hot-to-Go Sales  
By CSD Staff | November 13, 2020



### NEWS DELIVERY TRENDS

From Ghost Kitchens To Exotic Cuisines, Delivery And Takeout Set To Chart New Course In 2020



**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 subsequent delivery strategy to ensure they have the right mix of services. Here are some critical factors to consider:

- **Critical factors of packaging designed for fast takeout food should include:**
- Leak-resistant, light closures
- Special features to keep food fresh, both hot and cold
- Reusable, biodegradable, and lightweight materials
- The ability to withstand temperatures to 200 degrees Fahrenheit
- Leak-resistant, light closures
- Special features to keep food fresh, both hot and cold
- Reusable, biodegradable, and lightweight materials
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performance and protection needed to deliver excellent results. Items and sales in right place, packages will arrive with less product damage, and what consumers expect in the restaurant.

**What about food heat?** Even though consumers can get just about any container delivered to their homes, the choice tends to be made on the spot of the hot food. The most common choice is the styrofoam cooler, but it's not the best choice for hot food. The challenge of getting hot food to the consumer is not just the heat, but the time it takes to get the food to the consumer. The time it takes to get the food to the consumer is not just the heat, but the time it takes to get the food to the consumer.

**NEWS** PACKAGING SOLUTIONS

## TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

**T**he pandemic has reimagined the restaurant and food service industry. Operators have had to be more effective than any other business in order to survive. The industry is now focused on how to get the most out of their delivery and takeout operations. Operators are looking for ways to reduce costs and increase efficiency. The industry is now focused on how to get the most out of their delivery and takeout operations. Operators are looking for ways to reduce costs and increase efficiency. The industry is now focused on how to get the most out of their delivery and takeout operations. Operators are looking for ways to reduce costs and increase efficiency.

**Packaging has taken on a much more strategic role with the increased importance of signaling safety and serving more consumers via takeout and delivery. Paper-based packaging simply can't hold up to the new challenges.**

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**Winsight | Content Studio** RESTAURANT BUSINESS ONLINE

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

Delivery and curbside pick-up recently became mandatory for both operators and consumers as a result of COVID-19. But as the country begins the slow process of reopening, it will be critical for restaurants to...

### 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 diners in each restaurant. With a properly designed app, there is a virtual salesperson who is signaling the need for higher value items, drinks, beverages, and other add-ons to every customer. In a study done by a large multi-brand chain, average check size increased by 32% after implementing an app that made pre-programmed suggestions to consumers, based on each item 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 in the world of "apps." It's no longer necessary to leave your home for anything from fast-food 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, consumers with their first home delivery, while the other half maintained their standard takeout ordering. Some...

...and, most importantly, how to maintain food quality for the 30-minute interval. It is especially critical with french fries, which are 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 chain summarized the test results.

The Chain's findings by Anchor Packaging of 30-minute closed containers by Anchor Packaging in 2019 were 42% paper-based and 58% plastic. The Chain's findings by Anchor Packaging in 2019 were 42% paper-based and 58% plastic. The Chain's findings by Anchor Packaging in 2019 were 42% paper-based and 58% plastic.

## "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, in part delivery versus on-premise systems, pricing models to charge for delivery, and not allow the business to suffer from those eating the Home Delivery model.

One topic that is not as far debated as food quality and presentation. Every food store that for clarity shows that consumers expect their food to be hot and taste just like it does in the restaurant, and not soggy. It's not just the food, but the packaging. The packaging must be able to maintain the food's temperature and moisture. The packaging must be able to maintain the food's temperature and moisture. The packaging must be able to maintain the food's temperature and moisture.

In 2017, the USDA estimated that french fry consumption in the U.S. topped 6 billion units, 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 interval after to the consumer. The challenge is how to keep this particular side dish both hot and crisp during a 30-minute interval after to the consumer. The challenge is how to keep this particular side dish both hot and crisp during a 30-minute interval after to the consumer.

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 "One Food Container." The One Food Container by Anchor Packaging of St. Louis, MO is a patented technology currently in use at over 10,000 stores.

**Anchor Packaging** is a leading provider of packaging solutions for the foodservice industry. We offer a wide range of products, including containers, bags, and wraps, designed to meet the needs of both operators and consumers. Our products are made from high-quality materials and are designed to be durable, leak-resistant, and easy to use. We also offer a variety of customization options, including printing and branding. Contact us today to learn more about our products and services.

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