How to Increase Profit per Guest & Create More Traffic

Boost Perceived Value and Get More from Every Guest

Rising labor costs, supply chain disruptions, and inflation-driven declines in customer traffic have combined to create a very competitive foodservice landscape. While guests are still getting food to go, they are doing so with higher expectations. They have become more selective, more value-conscious, and less forgiving of a disappointing experience.

Today, increasing profit per guest requires delivering value—but value is not the same as price. Instead, it is the customers' impression of quality relative to cost. This impression results from how closely the food-to-go resembles dine-in meals' taste, temperature, and texture, if orders arrive complete and without errors, and overall convenience. Operators who prioritize protecting these things align with what is most important to consumers. In doing this, they position themselves to grow their base of loyal regulars, attract new traffic, and unlock profitable growth.

Here are two strategies to drive both increased per-guest profit and customer frequency in today's challenging environment:

1. Delivering Value as Guests Define It

Since 2020, the cost of dining out has climbed more than 30%, making consumers more discerning than ever. According to Technomic, **"good overall value" is the top driver** today influencing where hungry potential customers choose to eat.

But what exactly defines "value" in the eyes of today's guests?

Technomic® research shows that perceived value is shaped by more than just price—it includes food quality, freshness, and

temperature that taste like dine-in and fast, accurate, and convenient service. Importantly, these quality and experience-related factors ranked even higher than price in customer decision-making.

This is where higher-performing packaging becomes a critical part of your operation's value equation. Packaging designed for performance doesn't just keep food safe—it helps maintain temperature, texture, and freshness, preserving the experience your kitchen worked hard to create. It also reduces the risk of order mishaps and delays, creating greater customer satisfaction and smoother, more efficient operations.

In addition, higher-performing packaging can expand a location's service radius by ensuring that off-premise meals hold up better during transit. The result is a better guest experience across more orders, driving **repeat business**, more **positive word-of-mouth**, and a **growing base of loyal regulars**. It's a powerful tool for enhancing perceived value while protecting the investment you've already made to win each customer.

2. Creating Menu-Driven Value That Encourages More Visits

Strategic menu offerings can also play a key role in increasing perceived value. One proven tactic is offering **shareable entrées**—a concept that creates value that customers recognize, motivating them to add profitable apps, sides, or desserts and increase visits.

Shareable meals create an immediate sense of value through a lower total check. This strategy incentivizes customers to add-on purchases of high-margin extras like appetizers, premium sides, and desserts. It gives customers permission to indulge without breaking the bank—and creates a lasting impression of a good deal that directly leads to more frequent visits.

For example, a successful midscale operator saw strong results by launching a meal bundle featuring a sharable entrée, multiple side options, and a dessert. Guests saw the value in splitting a meal and, as a result, increasingly added apps and desserts. At the same time, the restaurant saw improved profitability through increased attachment rates of high-margin items, which resulted in stronger overall performance across locations.

This strategy shows how **higher perceived value can increase profitable indulgences per visit** while a lower total check **adds more visits per year**—a win-win in today's challenging market.

Unlock More Loyalty—and Profit—with Smarter Value Plays

When it comes to building loyalty and improving unit economics, value is the lever that moves more customers. Protecting quality and convenience creates a stronger perception of value for customers. Likewise, offering recognizable value, such as shareable entrées, creates an opening for them to indulge, increasing the margin generated with each visit. The critical point is that operators must prioritize creating value for every visit, as this is what motivates today's diners.

Packaging that performs protects more than just food—it safeguards an operator's brand and keeps customers coming back.

Hungry for more ways to increase profit, loyalty, and long-term growth? We're here to help.

3. Click here to get started.

Anchorware® Reusables Wins “Best New Product” Award

Anchor’s Newest Innovation Helps Foodservice Choose to Reuse – and Create Breakthrough Sustainability that Reduces Packaging Waste.

(St. Louis, MO) September 28, 2023. Recognizing innovation that appeals to today’s consumers and best meets their changing needs, Convenience Store News awarded Anchor Packaging’s new reusable packaging line, ANCHORWARE® REUSABLES, the top honor for Foodservice Packaging in its 2023 Best New Products contest.

Because reuse offers benefits consumers recognize and significantly reduces packaging waste, *Anchorware Reusables* help operators meaningfully differentiate their sustainability efforts. As more consumers seek sustainable solutions, reuse offers foodservice a compelling new option to engage their customers and add value to their food offerings.

Highly durable yet lightweight, Anchorware® Reusables clear polypropylene (PP) containers create a convenient way to bring reuse into foodservice operations at prices similar to single-use packaging. Consumers recognize these containers’ value, adding appeal to any meal. A full range of sizes from 16 oz. to 104 oz. in round, square, and rectangular shapes offer operators sustainable solutions for ambient, refrigerated, or hot foods to 230°F from grab-and-go displays or full-service meals and sides. Common footprints with interchangeable, one-step push button lids assure a secure, leak-resistant closure. These microwave and dishwasher-safe packages are BPA-free and PFAS-free. In addition, all Anchorware Reusables meet the Association of Plastics Recyclers (APR®) preferred design guidance for recycling at the end of use.

This was the 27th annual Convenience Store News competition. Overall, the Best New Products Awards program judges awarded 33 innovative new products introduced in the convenience channel in the past year. Judges evaluated entries on various criteria, including value and convenience, seeking innovations that best meet the needs of today’s consumers. Products brought to the market between May 31, 2022, and June 1, 2023, were eligible for entry. Past Times Marketing, a New York-based consumer research and product-testing firm, supervised and tallied judging.

Based in St Louis, MO, Anchor Packaging LLC is one of North America's largest thermoformers and is best-known for award-winning products designed to preserve the taste and quality of food longer and custom capabilities. Anchor Packaging products include Crisp Food Technologies®, Safe Pinch® Tamper-Evident containers, and many other innovative and affordable packages for restaurants and retail food service. Anchor's unique stock product line includes over 450 rigid containers, and foodservice cling film.

ANCHOR PACKAGING WINS GOLD

ANCHOR PACKAGING'S CULINARY TAMPER SAFE™ LINE WINS GOLD IN C-STORE DECISIONS ANNUAL HOT NEW PRODUCTS AWARDS

Retailers confirm showcasing safety without waste adds appeal to food-to-go.

(St. Louis, MO) September 4, 2024 – Anchor Packaging's industry-leading Culinary series has won again. Culinary Tamper Safe™, the newest extension to this award-winning line, won Gold in C-Store Decision's 2024 Hot New Products packaging category. Its innovative design provides tamper-secure protection for hot-to-go foods without a tear strip, helping retailers grow foodservice sales without waste.

Foodservice tops convenience retail's highest profit categories. To convert more customers, retailers must make food convenient while providing consumers with assurance of food safety.

Technomic, a leading authority for foodservice research, reported in the 2024 *Delivery & Takeout Consumer Trend Report* that over 80% of consumers agree a tamper-proof seal is a critical feature for food-to-go packaging. Further, convenience is the biggest driver for increasing purchases. Culinary Tamper Safe™ gives retailers an easy solution by providing high-visibility tamper-evident security perfect for the grab & go, takeout, and delivery convenience consumers crave.

Culinary Tamper Safe™ is rated to 230°, enabling hot display merchandising and microwave-safe reheating, a feature consumers value. Its snap-tight closure prevents leaks, and its unique, no-tear-strip design eliminates waste to create a positive consumer

experience. Single and multi-compartment options preserve food presentation. After use, these containers remain fully recyclable.

Anchor Packaging built its expertise in foodservice packaging innovation by addressing the most significant challenges operators face every day. Solutions like Culinary Tamper Safe™ support efficient operations, reduce waste, and preserve food quality to help foodservice leaders control costs, provide sustainable solutions, and, most importantly, win more meals.

ABOUT ANCHOR

Founded in 1963, Anchor Packaging is one of the largest thermoformers in North America and is best known for its award-winning product designs and custom packaging capabilities. As consumers increasingly shift to meals to go, Anchor innovates to empower Foodservice to serve them profitably. Anchor products include Crisp Food Technologies® containers that keep prepared food hot & crispy for hours in a heated display and 30 minutes on the go, Safe Pinch® and Culinary Tamper Safe® tamper-secure containers that provide additional safety for food to go, and many more pioneering lines of containers and cling film designed to protect food and offer consumers sustainable choices after use. Anchor Packaging containers are consumer reusable, recyclable, and proudly produced in the USA.

ABOUT C-STORE DECISIONS 2024 HOT NEW PRODUCTS AWARD

Since 2016, the C-Store Decisions Hot New Products awards have recognized product innovations with the greatest potential impact for the convenience channel. A panel of judges selected from the retailer community chooses winners of this product-based contest on a point-based system that includes innovation and likeliness to use in their stores.

COLLABORATION FOCUSES ON RECOVERY & RECYCLABILITY OF FOOD-GRADE PLASTIC

(St. Louis, MO) May 30, 2024—Anchor Packaging LLC, the market-leading manufacturer of innovative rigid food containers for the foodservice, supermarket, and food processor markets, announced today that it joined the Cyclyx Consortium at Cyclyx International, a post-use plastic innovation company with a mission to increase the recyclability of plastic from 10% to 90%.

“Partnering with Cyclyx was an easy decision because their mission and extensive experience enable us to accelerate our work in advancing foodservice sustainability,” said Richard Daniels, EVP of Marketing and Custom Products. “Anchor Packaging values our role in this work. While packaging’s carbon footprint is just a small fraction of the meal itself, in many cases less than 1%, it is uniquely positioned to provide an outsized benefit by protecting food quality to prevent food waste. Improving the recovery of valuable, recyclable food-grade materials only adds to the positive impact packaging provides.”

“It’s an honor to have Anchor Packaging join our Cyclyx Consortium,” said Cyclyx’s Vice President of New Markets Group Ron Sherga. “They value working collaboratively with others to deliver superior products. Their willingness to support Cyclyx and our 10to90 mission displays their commitment to advancing their sustainability goals.”

A foodservice packaging leader and one of the largest thermoformers in North America, Anchor has built a long history of success in performance and innovation. Now in their 61st year, Anchor manufactures using only high-performance materials capable of providing superior food protection to reduce food waste. To reduce packaging waste, Anchor focuses production on two of the most highly recyclable plastic packaging materials—polypropylene (PP) and polyethylene terephthalate (PET). Today, Anchor recaptures nearly all materials used in production, generating less than one-half of one percent of waste. In 2021, Anchor launched Drive for 5 to create new pathways for collecting one of the most widely used and highly versatile packaging materials, #5 polypropylene.

Anchor Packaging's and Cyclyx's collaboration aims to further build recycling pathways and transform what is possible for recycling food-grade plastic. Cyclyx looks to amplify Anchor's post-consumer Drive for 5 collection efforts by helping them reach a wider audience across the value chain and secure higher volumes of #5 PP material. Similarly, Anchor is excited to support the existing 10to90 landfill-diversion programs and actively engage in initiating new pilots. The insights from these initiatives will be instrumental as Anchor and Cyclyx design new programs to increase the recovery of valuable post-consumer material.

ABOUT CYCLYX

Cyclyx International, LLC. ("Cyclyx") is a post-use plastic innovation company working with industry participants to develop innovative recycling solutions for all types of post-use plastics. The company's 10to90® mission brand is focused on increasing the recyclability of plastics from 10% to 90%. Cyclyx's expertise in the chemical composition of post-use plastic, in collaboration with industry partners, creates a new, innovative supply chain. Cyclyx has been formed to be a consortium-based entity and since its founding, a growing number of companies have joined its membership.

ABOUT ANCHOR

Founded in 1963, Anchor Packaging is one of the largest thermoformers in North America and is best known for its award-winning product designs and custom packaging development capabilities. As consumers continue moving toward meals to go, Anchor innovates to empower restaurants, grocery stores, convenience stores, and all foodservice operators to serve this growing demand profitably. Anchor products include Crisp Food Technologies® containers to keep prepared food hot & crispy for hours in a heated display and 30 minutes on the go, Safe Pinch® and Culinary Tamper Safe® tamper-secure containers to provide additional safety for food to go, and many more pioneering lines of containers and cling film designed to protect food and offer consumers sustainable choices after use. Anchor Packaging containers are consumer reusable, recyclable, and proudly produced in the USA.

ANCHORWARE® REUSABLES WINS "BEST NEW PRODUCT" AWARD

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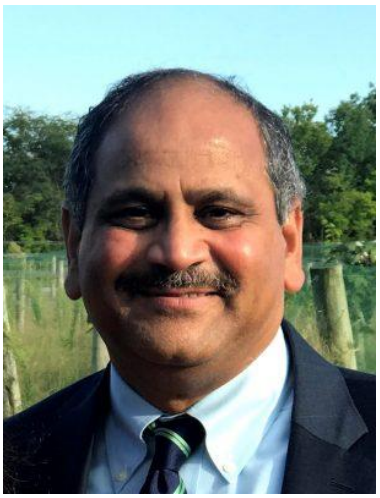
Anchor Packaging Announces Subbu

Subramanian as Chief Information Officer



(St. Louis, MO) July 12, 2021
Appointment Adds Crucial Leadership Expertise Amid Record Demand and Continued Growth

Anchor Packaging, a leader in innovative packaging solutions that protect food and reduce waste, announced the hiring of Subbu Subramanian as Chief Information Officer (CIO).

As CIO, Subbu will play a key role in advancing Anchor's strategic plan and supporting its continued growth. Most recently, he led as CIO at American Industrial Transport and American Railcar Industries. His previous experience includes various IT leadership roles at Bunge Ltd., Solutia Inc., Solae LLC, and Daugherty Business Solutions. His skill in improving visibility to business results, developing technology roadmaps and advancing infrastructure are critical as Anchor continues to expand its capabilities and capacity.

"Subbu's expertise is coming on board at exactly the right time for Anchor," said Jeff Wolff, President and Chief Executive Officer. "We are thrilled to welcome him to our team and look forward to the improvement his experience will create not only on our infrastructure, applications, and security functions but on our business-led technology roadmap as well."

About Anchor Packaging, LLC

Based in St Louis, MO, Anchor Packaging LLC is one of North America's largest thermoformers and best-known for award-winning products designed to preserve the taste and quality of fresh and freshly-prepared food. Anchor Packaging products include Crisp Food Technologies®, Safe Pinch® Tamper-Evident containers, and many other innovative and affordable packages for restaurants and retail foodservice. Anchor's unique stock product line includes over 450 rigid containers and foodservice cling film.

Anchor Packaging Breaks Ground on Plant Expansion

(St. Louis, MO) March 2, 2021

Anchor Packaging, LLC, a leading US manufacturer of foodservice packaging, together with Mayor Josh Agee, community leaders, and the Arkansas Economic Development Commission, celebrated the groundbreaking of a 90,000 square-foot, $21.5 million expansion to its Paragould, AR manufacturing facility, which will bring 45 new jobs over the next 30 months.

Since opening its first Arkansas production plant in 1985, Anchor has continued its rapid growth into multiple locations with several new product line expansions and hiring more local residents. Today, Anchor employs over 1,000 people and operates two million square feet of production and distribution across six facilities in Paragould, Marmaduke, and Jonesboro.

“Anchor’s packaging is just one more way Arkansas touches lives all over the United States,” Governor Asa Hutchinson said. “Most Americans probably don’t know they take their takeout restaurant food home in a container made in the Natural State. Since 1987, when Anchor opened its first facility in Marmaduke, the company has been a world-class member of our business community. Anchor’s decision to expand in Paragould gives us another opportunity to spread the news that Arkansas’s workforce is first-rate, our business climate is second to none, and Arkansas businesses make life better for millions of people.”

“I applaud Anchor Packaging for their commitment to their employees and the community,” said Secretary of Commerce Mike Preston. “They have risen to the top of their industry through innovation and quality while creating a positive environment that continues to draw a dedicated workforce.”

“Anchor Packaging has been an excellent partner of the Paragould industrial community since expanding to Paragould in the 1990’s. We are thrilled that Anchor has decided to expand here once again. Our workforce has time and time again met the needs of expanding and new industries. The City of Paragould has long been a proponent of partnering with our local industries for job retention and expansion. The Anchor Packaging expansion is a proud product of those efforts,” said Paragould Mayor Josh Agee.

“Anchor Packaging has a rich 58-year history protecting food, including moving its manufacturing operations to Northeast Arkansas communities over 35 years ago. I am proud to say we have never had a lay-off. Re-investing in the region comes naturally as we have outstanding employees, many second and third generation, coupled with an evergrowing business focused on sustainable food packaging solutions,” said Jeff Wolff, CEO and President, Anchor Packaging. “Our safety accomplishments and consecutive record production levels over the past several years are evidence of the pride and ownership every Anchor team member takes in producing high-quality packaging that best meets the evolving needs of our customers.”

The Paragould expansion will house several new thermoforming lines with installation beginning in late 2021. This expansion is in addition to the new thermoforming lines going operational in Q2, 2021 in Paragould and Jonesboro allowing Anchor Packaging to fill the rapidly growing demand for foodservice containers used by restaurants, supermarkets, and convenience stores to serve the consumer’s expanding need for takeout, curbside pickup, and delivery of prepared meals. Anchor Packaging products include the

award-winning Crisp Food Technologies® containers, Safe Pinch® Tamper-Evident containers, and a unique stock product line of over 450 rigid containers and foodservice cling films.

CRISP FOOD TECHNOLOGIES® WINS 2020 AMERISTAR PACKAGING AWARD

Crisp Food Technologies® Wins 2020 AmeriStar Packaging Award
Anchor Packaging Containers Keep Food Hot & Crispy for 30-Minute Home Delivery

(St. Louis, Missouri) October 28, 2020. In a rapidly changing foodservice environment, Crisp Food Technologies® containers won the coveted AmeriStar Packaging Award by providing the only solution to keep fried foods hot and crisp for delivery, takeout, and curbside pickup. As more consumers opt for these off-premise methods versus dine-in, operators face significant challenges. Chief among these is how to offer the food consumers desire most while protecting temperature, texture, and taste during transit and holding times. Crisp Food Technologies' unique, patented design elements utilize cross-flow convection science to scavenge excess humidity while maintaining high internal food temperatures.

The AmeriStar Package Award, one of the packaging industry's most prestigious design award programs, is judged by the Institute of Packaging Professionals (IoPP). A roster of 15 judges from various packaging industry segments evaluated this year's entries,

examining innovation, product protection, economics, performance, marketing, and environmental impact. The winner of AmeriStar, *Crisp Food Technologies*, will represent the USA in the upcoming WorldStar competition.Anchor Packaging is a 3-time winner of the AmeriStar award and has won in both of its previous appearances in WorldStar events.

This award is the fourth overall for the *Crisp Food Technologies* line in the past two years. It won Convenience Store News Best New Product in 2019, Convenience Store Products (CSP) Best Product in 2019, and Convenience Store News Best Overall Innovation in 2020.

“In a challenging environment, with the tremendous acceleration in off-premise demand, we are proud to be a key part of the solution for all foodservice operators,” said Jeffrey Wolff, CEO of Anchor Packaging. He continued, “using thermal imaging, our R&D group precisely determined the optimal design elements necessary to remove excess humidity, while maintaining a higher food temperature. This research brings a new level of technology to the field of package design.”

The adoption of *Crisp Food Technologies* across channels is skyrocketing. Tested by national and independent restaurants, supermarkets, convenience store operators, and its performance validated by Technomic, it is now in use at over 21,000 locations and growing rapidly.

Based in St Louis, MO, Anchor Packaging LLC is one of North America’s largest thermoformers and best-known for its award-winning product designs and custom capabilities. Anchor Packaging’s products include Safe Pinch® Tamper-Evident containers, Crisp Food Technologies®, as well as many other innovative and affordable packages for restaurant takeout and to-go meals in supermarkets. Anchor’s unique stock product line includes over 450 rigid containers, and foodservice cling films.

CRISP FOOD TECHNOLOGIES® WINS FOR 3RD TIME

CRISP FOOD TECHNOLOGIES® WINS BEST NEW PRODUCT” AWARD FOR 3RD TIME
– FRY BABY® Dubbed OVERALL INNOVATION” WINNER OF 2020

(St. Louis, MO) August 31, 2020. Anchor Packaging LLC announces: After competing among a record number of entries, the Crisp Food Technologies® Fry Baby® was awarded the top honor of Overall Innovation Winner" by Convenience Store News in the 2020 Best New Products contest. This container is one of the latest additions to the Crisp Food Technologies container family, a product line already twice-awarded for its innovation and unique ability to keep fried foods both hot and crispy.

From among nearly 100 entries, consumer judges chose products new to convenience store shelves for recognition in the 24th annual competition. The Best New Products Awards program recognizes the most innovative, high-quality products that meet consumers' evolving needs and fit a convenience store's value proposition. Judging was supervised and tallied by Past Times Marketing, a New York-based consumer research and product-testing firm.

The Fry Baby® container offers operators the patented *Crisp Food Technologies* performance in a hinged 6″ x 3″ size, perfect for a serving of french fries, chicken strips, nuggets, wings, and many other crave-able foods that drive consumer traffic. It offers the added performance of integrated anti-fog into both the clear base and lid to keep food looking fresh on display and to avoid order errors. It is safe to 230℉ under heat lamps, in warming units, and microwaves. All this, at a cost less than a coated paper box.

The family of *Crisp Food Technologies* Containers keeps fried foods hot & crispy up to three hours on display and over 30 minutes for takeout or delivery. 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 lid to ensure fried foods remain both crisp and hot. Available in a variety of sizes, shapes, and options, these packages are the perfect fit for the rapid growth of home delivery, curbside pickup, and takeout across all foodservice and retail channels. *Crisp Food Technologies* Containers are in use at over 21,000 locations and growing.

Based in St Louis, MO, Anchor Packaging LLC is one of the largest thermoformers in North America and best-known for its award-winning product designs and custom capabilities. Anchor Packaging's products include Safe Pinch® Tamper-Evident containers, as well as many other innovative and affordable packages for restaurant takeout and to-go meals in supermarkets. Anchor's unique stock product line includes over 450 rigid packages and foodservice cling film.

Anchor Packaging Announces Acquisition of Panoramic Inc.

(St. Louis, Missouri) July 09, 2020. Anchor Packaging LLC, the innovation leader in rigid food packaging, announced today the acquisition of Panoramic Inc., located in Janesville, Wisconsin. Panoramic Inc is a leading manufacturer of thermoformed products used in fresh food applications, including bakery, produce, and confectionery.

Over the past 14 years, Panoramic has grown at a double-digit annual rate alongside a diverse customer base, consisting of a wide range of regional and national food processors and retailers. Panoramic is well known for its ability to service mid-sized customers, with creativity and speed to market. These competencies are highly complementary to the emphasis on innovation, custom design, and velocity at Anchor Packaging. As a result of this combination, Anchor will be positioned to serve the combined base of customers better, while providing a more comprehensive offering for the entire food industry, regardless of the size of customer, product, or project, across North America and beyond.

"We are pleased to announce the acquisition of Panoramic Inc, and we welcome all the Panoramic colleagues and customers to the Anchor Packaging family of companies," commented Jeff Wolff, President, and CEO of Anchor Packaging. This acquisition is strategically important to us for two reasons: It will significantly broaden our offering to attract bakery, produce, deli, and confectionery customers. Also, it expands our capabilities and speed to market across any size customer or project to support the growing needs of our customers."

"I truly believe, from the bottom of my heart, this is the right thing to do for Panoramic Inc, and more importantly for all of our employees and our loyal customers," said Rick Holznecht, the former President of Panoramic Inc. We share a joint heritage in that both of our companies were founded and operated as Midwestern-based, family-owned businesses for many years. Anchor Packaging holds true to that same set of core values that we live by every day at Panoramic. This is an exciting new chapter for Panoramic Inc and an opportunity to grow with a family of companies that shares our customer-centric innovative vision."

About Anchor Packaging LLC
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About Panoramic Inc

Based in Janesville Wi, Panoramic LLC is a growing thermoformer within the food packaging industry servicing the United States and Canada. Recognized for its customer-centric approach, custom designs, and speed to market capabilities. As an additional service to its customers, Panoramic provides a stock line of products that include over 500 rigid packaging options servicing the bakery, deli, confectionery, and produce markets.