

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](#)

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®*

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?

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 recognize changes that will linger long after. Consumers who never used contactless or grocery delivery before will continue to use these services. And many consumers will continue to use takeout and delivery services for their daily needs.

Operators should understand the needs and evaluate their takeout and delivery strategy because this new reality is a vital component of their business. Here are some critical factors that will impact their business:

- **Critical factors of packaging designed for fast-serve food should include:**
 - Leak resistant, light closures
 - Special features to keep food fresh, including venting
 - Recyclable, biodegradable, and 100% made with documented and renewable materials
 - The ability to withstand temperatures to 250 degrees Fahrenheit and a hot liquid or steam
 - Compliant with international standards

performance and protection needed to deliver excellent results. Items and sales in rigid plastic packages will continue to have a premium value to what consumers expect in the restaurant.

What about food heat? From through consumers can get great about any container. However, in their homes, the classic french fry container is the best. Anchor Packaging's Crisp Food Tech™ is the most popular choice within the industry. It is made of a special material that allows the fries to stay hot for up to 30 minutes. This is a significant improvement over other containers that lose heat quickly.

NEWS PACKAGING SOLUTIONS

TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

The pandemic has reworked the restaurant and food service industry. More than 15,000 locations have closed their doors, and many others have had to change their business models. The industry is now focused on how to survive and thrive in a new normal. This means re-evaluating strategies and making changes to the way they operate.

One of the most significant changes is the shift towards takeout and delivery. This has led to a surge in demand for packaging solutions that can handle the challenges of these services. Restaurants are now looking for packaging that is durable, leak-proof, and easy to use.

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.

performance of the packaging, and the degree to which the same items are conducted to succeed. All other things being equal, operators should consider the flexibility of their packaging solutions.

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SOLVING THE CHALLENGES OF HOME DELIVERY

Higher average check size, greater profitability, and lower food cost percentage. Home Delivery is no longer a question of an experiment, or even a point of difference. The consumer expects delivery just as they expect even business.

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. Life changes have resulted in a state of "no demand" and sustainable technology has enabled that transition. However, it is not as simple as it seems. It's no longer necessary to be an expert in "tech" for anything from foodservice to designing clothing as companies like Amazon can bring the world to us, often with some efficiency.

If there is any doubt of the shift in buying behavior, consider the data gathered by one major online shop chain during a controlled 30-day test. Within the same market area, not the place associated with their focus for home delivery, while the other half maintained their standard takeout offering. Some

things, and most importantly how to maintain food quality for the 30-minute to 1-hour, is especially critical with french fries, which, if other food items where maintaining texture 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 retaining temperature. The chart summarizes the test results.

The CrispFood™ container by Anchor Packaging is the only container that has been proven to maintain crispness of french fries for up to 30 minutes. It has been recently selected 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 be \$70 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. Many offerings, in part delivery versus QR, POS systems, and how much to charge for delivery, are just a few of the pressing issues facing 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 look and taste just like it does in the restaurant, and hot foods will arrive hot and crispy not cold and soggy. In fact, according to Technomic, 66% of all consumers reporting home delivery through 3rd party services place the blame for a negative experience squarely on the restaurant. The same 66% also reported

In 2017, the USDA estimated that french fry consumption in the U.S. topped 1.5 billion pounds, making one of the top 15 most consumed food products. The challenge is how to keep this particular side dish both hot and crisp during a 30-minute drive to the customer. That challenge applies equally to all food items, including burgers, 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 chain performed the best in heat retention, it varied poorly in condensation removal and maintaining food texture. The best overall performance was achieved by the "Crisp Food Container"™. The Crisp Food Container by Anchor Packaging of St. Louis, MO is patented technology currently in use at over 70,000 locations.

