

## Crisp Food Technologies® Containers

*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.



## 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](#)

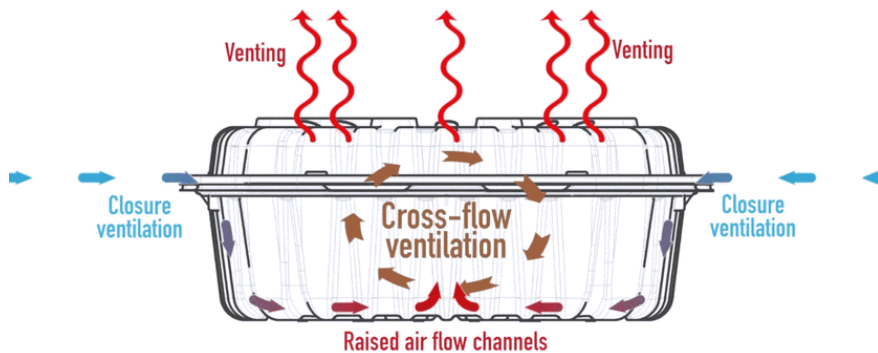


- ✓ Keep Food Hot & Crispy
- ✓ Reduce Packaging Cost!
- ✓ Increase Profit Margin!

Meet our latest Award-Winner, Fry Baby®

## 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?

Delivery 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 anticipate 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 anticipate the trends and influence their product 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 fast target food delivery 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 (80 degrees Celsius) or more
- Flexible fit, consistent sizes

**NEWS** PACKAGING SOLUTIONS

## TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

The pandemic has reimagined the restaurant and food service industry. Operators have had to be more effective than any other industry in order to survive. The launch of the new Fry Baby™ Single-Serve container in early 2020 is specifically intended to hold an order of two, chicken wings, egg rolls, and other food side items. It is the latest growth item within Anchor Packaging's Single-Serve food truck and delivery product line, meeting the needs of paper containers used for a wide range of applications.

For pandemic hit restaurants and food service industry operators, the use of shareable or reusable items, when used for disposable or contact-free options. This way, restaurants don't risk spending considerable money on items that are difficult to clean. A food item or sharing 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 diners in each restaurant. With a properly designed app, there is a virtual salesperson who is spending the most profitable sales, 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 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. Lifestyle changes have led to a rise in "on-demand" and "on-the-go" eating. This is especially true for the millennial generation. Fueled by a 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.

Offering standard take-out solutions with subpar performance while the consumer offering Uber Eats achieved an increase of 26% for that same period — a 20% jump. In fact, results from this test have been reported anecdotally by other chains, confirming that home delivery cannot be ignored. Many challenges face the foodservice operator wishing to offer



## "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 QR, POS systems, pricing models to charge for delivery, and not allow the business to flourish are some of the challenges of Home Delivery today.

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 consumer. The challenge applies equally to all fried foods, including wings, chicken strips, fried chicken, etc.

