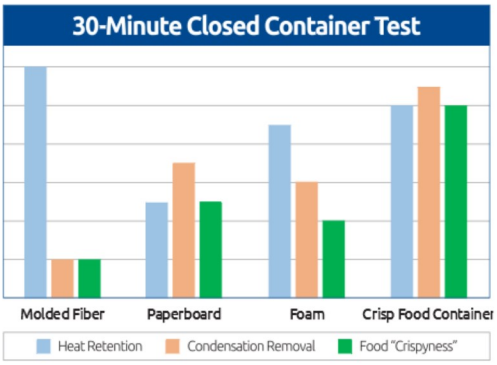
"SOGGY FRIES" ARE NOT OK

THERMAL IMAGING DISCLOSES THE SCIENCE BEHIND THE SOLUTION

Home Delivery in the U.S. is projected to hit $76 Billion over the next four years, so ignoring this 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 DIY, 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 up for debate is 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, 44% of all consumers receiving Home Delivery through 3rd party services place the blame for a negative experience squarely on the restaurant. The same Millennial generation that has fueled the explosive growth of Home Delivery is equally quick to share their experience, good or bad, via social media. Instagram, Twitter, Pinterest and Snapchat postings can easily elevate a brand or do significant damage. And, what's one of the most popular food items ordered by this generation? French fries.



In 2017, the USDA estimated that french fry consumption in the U.S. topped 42lbs per capita, making it one of the top 5 items ordered from restaurants. The challenge is how to keep this particular side dish both hot and crisp during a 30-40 minute drive to the consumer. That 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 molded fiber performed the best in heat retention, it scored poorly in condensation removal and maintaining food texture. The best overall performance was delivered by the "Crisp Food Container." The Crisp Food Container by Anchor Packaging of St Louis, MO is a patented technology currently in use at over 10,000 stores.

Originally developed to keep fried chicken hot and crisp in supermarket displays for up to 4 hours, it was recently adapted for the restaurant industry to address the challenges associated with Home Delivery. Chains using this product have reported results that surpass any other packaging alternative.

Using thermal imaging, we put this container to the test, to see what takes place during a 30-minute drive from restaurant to consumer. In Figure 1, the thermal imaging camera shows the fries as the greatest heat source (in white) at time of departure from the restaurant. The orange depicts lesser heat near

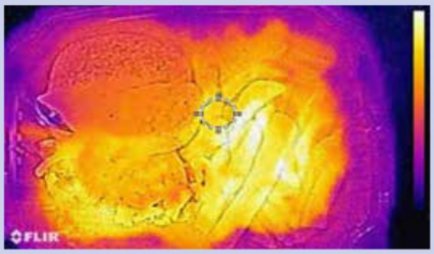


Fig. 1 Store Temperature

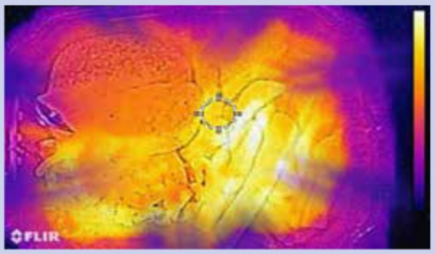


Fig. 2 Ambient air (in blue) drawn inside

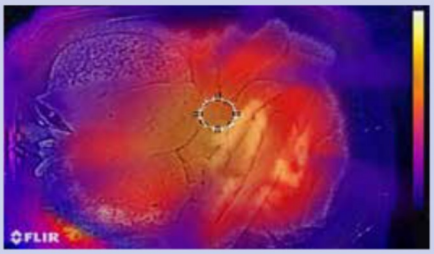


Fig. 3 After 30-Minute Delivery

the bun, purple is the cooler outer edge, and blue represents the ambient air outside the container. In Figure 2, we begin to see the "magic" behind the Crisp Food Container. Eight different locations, spaced equally around the perimeter of the container, have been engineered to allow cool, dry ambient air to be drawn inside by the heat of the food itself. These eight cross-flow pathways show as blue in the thermal images. In Figure 3, taken 30 minutes after leaving the restaurant, the cross-flow process is in full operation, yet the hamburger and fries remain hot enough to satisfy any consumer, and the fries are still crisp.

Soggy fries are NOT okay. With Anchor's Crisp Food Container, they don't have to be. One challenge solved in the quest for successful Home Delivery. Now, about that POS system...

For more information and samples, contact Anchor Packaging at 30minHD.com/NRN