

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](#)

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 country 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 restaurants open for dine-in business. Operators should therefore design their menu and delivery strategy to meet the new reality and a new component of their business. Finding the right balance

media, growth and momentum that can help restaurants stay profitable is a challenge. **Critical factors of packaging designed for fast takeout food should include:**

- Leak-resistant, tight closures
- Avoid messy spills on seats
- Special features to keep food fresh, both hot and cold
- Reusable, biodegradable, and 100% made with dishwasher-safe, microwave materials
- The ability to withstand temperatures to 220 degrees Fahrenheit without becoming soggy or leaking
- Feasible, off-the-shelf solutions

Winsight | Content Studio RESTAURANT BUSINESS ONLINE
Sponsored content from our partner **Anchor Packaging** on May 05, 2020



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CRISPY AFTER 30 MINUTES? One of the Many Challenges of Home Delivery

Long gone are the days that all meals are prepared and served at home. As lifestyles have evolved, the rise of "on-demand" and instantaneous technology has enabled that transition. Nowhere is that transition faster than among the millennial generation. Fueled by a world of "apps," it's no longer necessary to find an argument for "staying" for anything from lunch to dinner 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 retail dining chain during a controlled 30-day test within the same market area. Not the place, but the time taken for food to be delivered, while the other half maintained their standard takeout offering. Some

stays, and most importantly how to maintain food quality for the 30-minute in transit. It is especially critical with French fries, wings, or other fried foods 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 what factors would maintain original food texture, while still retaining convenience. The chart summarizes the test results.

The Crushed Container by Anchor Packaging is a 100% leak-resistant, microwave and dishwasher safe, 100% made with dishwasher-safe, microwave materials. Originally developed for use in the food service industry, it has been recently adapted 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.

offering standard takeout, consistent with dine-in performance, while the ones offering Uber Eats achieved an increase of 3% for that same period — a 3% swing, is results similar results have been reported anecdotally by other chains, confirming that home delivery cannot be ignored. Many challenges face the foodservice operator wishing to offer

NEWS PACKAGING SOLUTIONS

TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

The pandemic has changed the restaurant and food service industry. More than 150,000 businesses have closed their doors, and many others are struggling to stay afloat. The industry is facing a new reality, and operators must adapt their strategies to survive. One of the most significant changes is the shift from dine-in to takeout and delivery. This shift has forced operators to rethink their packaging strategies. Packaging that is designed for dine-in service may not be suitable for takeout or delivery. Operators must now consider factors such as leak resistance, ease of use, and durability. Packaging that is designed for takeout or delivery can help operators maintain their reputation for quality and convenience. Operators should also consider the environmental impact of their packaging. Many consumers are now more conscious of the environmental impact of their purchases. Operators should consider using sustainable packaging materials to appeal to these consumers. By adapting their packaging strategies, operators can thrive in the new normal.

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.

• Challenge for use of items that are difficult to clean

• Avoid the use of sharing of reusable items. Instead, use disposable or digital menus, single-serving condiments, and no-touch trash cans or bins.

performance of the packaging, and the degree to which the menu items in containers to handle, all affect the off-gassing experience. To improve operational efficiency and reduce waste, operators should consider the multiple uses of menu

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 for more than a copy of the menu to view on a cell phone. Traditional takeout is passive by nature; 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 dine-in or takeout customers. With a properly designed app, there is a virtual salesperson who is guiding the most profitable sales, drinks, beverages, and other add-ons to every customer. It is a subtle move by a large, well-known chain, average check size increased by 32% after implementing an app that made pre-programmed suggestions to customers, 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.

"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, so knowing 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, 3rd party 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, 94% of all consumers joining Home Delivery through 3rd party services place the blame for a negative experience squarely on the restaurant. The same Millennial generation

In 2017, the USDA estimated that French fry consumption in the U.S. topped 1.6 billion pounds, making it one of the top 10 most consumed food products. The challenge is how to keep this popular side dish both hot and crisp during a 30-minute drive to the customer. 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 neither chain performed the best in heat retention, it came down to condensation removal and maintaining food texture. The best overall performance was achieved by the "Crush Food Container" by The Group. Post Consumer by Anchor Packaging of St. Louis, MO is patented technology currently in use at over 75,000+ stores.

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