

The Krumb: Perfect Packaging

Kara

FOODSERVICE BAKERS

Why Food Packaging Is Important For Delivery

- Protects against **Cross-Contamination**
- **Controls the foods temperature** in transit
- **Helps sell food** - consumers buy with their eyes, good branding on packaging can secure repeat purchases
- **Allows you to charge a premium** - food that is well packaged has a higher perceived value
- **Reinforces your brand identity** - packaging is a brand touch point that helps connect with customers
- **Showcases your brand values** - will you go sustainable for the environment?

Marketing Update



The eating out market is set to decline by 40% by the end of 2020, a £37bn loss.



The UK market will not recover to it's 2019 value until 2023.



Growth will come from technology and delivery lead operators.

Foil Packaging



Pros

- Durable, sealable, lightweight and recyclable
- Holds heat well, so food will keep to temperature
- Foil is impervious to moisture and bacteria

Cons

- Not microwavable so hard to reheat food
- Limited strength and shape
- Expensive to purchase

70% of the Top 100
casual dining brands
offer delivery
+12 vs 2017

Some of the brands we work with that offer delivery...



Frankie & Benny's



Turtle Bay
Caribbean



FIVE GUYS
BURGERS and FRIES

Paper Packaging



Did you know...

Paper is one of the most sustainable materials for packaging; with the highest recycling rate in recent years.

Pros

- Biodegradable, lightweight & cost effective
- Easy to print your branding on

Cons

- Prone to moisture and humidity
- Tears easily so is less durable in transit

Speed of service is now a core need for customers.

Paper Packaging is the perfect partner for click and collect services.



Box Packaging



Did you know...

Kara Buns are made from a sponge technology making them ideal for shock absorption in transportation - allowing them to arrive perfectly whether it's on a plate or in a box.

Pros

- Durable and lightweight
- Good strength, when folded correctly
- Biodegradable and recyclable
- Great for branding purposes

Cons

- Prone to moisture and humidity
- An expensive form of packaging

TOP TIP

If you use box packaging, allow for small holes on the top or the side of the box, this allows for some air to escape to prevent condensation and save food from going soggy.

Pizza is the No.1 Dish Ordered for Delivery

TOP TIP

Many restaurants offering pizza delivery use corrugated cardboard boxes that provide heat insulation and regulate temperature.



Over a third of delivery orders are made through an app.

App
36%



Computer
40%



Phone
11%

