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57% of consumers purchase take-out once a week or more, an 8% increase over 3 years ago!



Packaging Do's and Don't's



DO - Choose packaging that works with all food ingredients.

DON'T - Assume your "Doggie Bag" packaging will be suitable.

DO - Choose packaging that can be used in multiple food applications.

DON'T - Pick packaging based on what is convenient for you. Think about the customer.

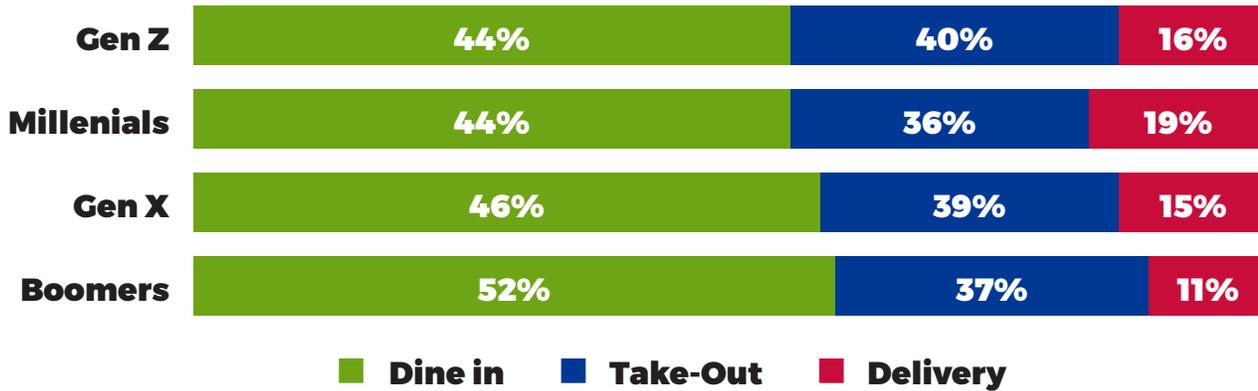
DO - Choose packaging that showcases your food.

DON'T - Just choose the least expensive option. The wrong package can be a liability.

Take-out "101"



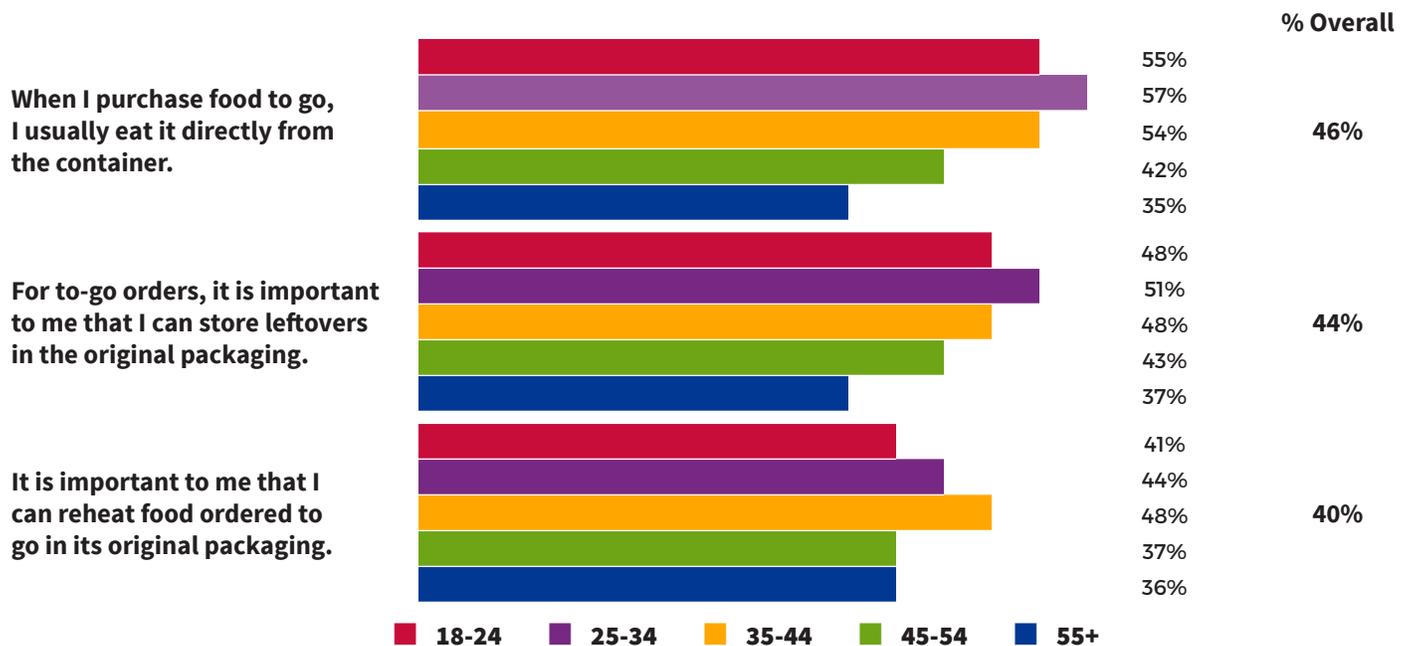
What percent of the food you order at restaurants is for dine-in, take-out and delivery?



"The Takeout & Off-Premise Dining Consumer Trend Report" published in 2013 by Chicago-based Technomic research company.

Many consumers use take-out packaging to serve, reheat and store leftovers, signaling the importance of versatile takeout packaging.

Thinking about food you order to go from any location, how much do you agree or disagree with the following statements? (by age, top two box = agree and agree completely)



Base: approximately 1,125 consumers aged 18+; bases vary slightly as statements were randomly rotated
Consumers indicated their opinion on a 1-6 scale where 1 = disagree completely and 6 = agree completely

Packaging is critical to success!



Consider how the consumer will be using the packaging. Will they be eating out of the packaging in their car? Is the meal they are purchasing something they might have leftovers and want to reheat? Take this into consideration when choosing the packaging to ensure the customer has a positive experience.



| | Maintain Food Temperature | Present Food in Attractive Way | Prevent Leaking or Spilling | Keep Foods Crispy | Microwavable |
|--|---------------------------|--------------------------------|-----------------------------|-------------------|--------------|
| GOOD | | | | | |
| Aluminum Carry Out Containers | X | X | X | | |
| Conventional Foam Hinged Lid Containers | X | X | | X | |
| Sensation Smartlock OPS Hinged Lid Containers | X | X | X | | |
| PS Portion Cups | X | X | X | | X |
| Fieldware Cutlery | | | | | |
| Foam Non Laminated Plates | | | | | |
| BETTER | | | | | |
| Smartlock Foam Hinged Lid Containers | X | X | | X | |
| Dual Color Clearview Smartlock Containers | X | X | X | | |
| APET Square Salad Containers | X | X | X | | |
| Reynolds CaterTime Lock-Fresh PETE Salad Bowls | X | X | X | | |
| Reynolds Grandstands PETE Hinged Bowls | X | X | X | | |
| Reynolds PETE Octagons | X | X | X | | |
| Clear Advantage Smartlock RPET Hingeware | X | X | X | | |
| Hinged Lid RPET Deli Containers | X | X | X | | |
| Clearview (PET) Smartlock Containers | X | X | X | | |
| PP Portion Cups | X | X | X | | X |
| APET Rose Bowls | X | X | X | | |
| Waveware | X | X | X | | |
| Earthchoice Microwaveable Bowls | X | X | X | | |
| Meadoware Cutlery | | | | | |
| Foam Laminated Plates | | | | | |
| Meadoware HIPS Plates | | | | | |
| BEST | | | | | |
| Earthchoice Fiber Blend Hinged Lid Containers | X | X | | | |
| Earthchoice Smartlock TFPP Hinged Containers | X | X | X | | |
| Newspring PP VERSatiner | X | X | X | | |
| Newspring PP Delitainer | X | X | X | | X |
| Newspring PP Ellipso | X | X | X | | X |
| Earthchoice PLA Portion Cups | X | X | X | X | |
| Earthchoice PLA Hinged & Deli Containers | X | X | X | | |
| Classic Carryout Aluminum Containers | X | X | X | X | |
| Clearview PP Meal Masters | X | X | X | | |
| Prairieware Cutlery | | | | | |
| Prairiehollow Cutlery | | | | | |
| Gardenware | | | | | |
| PSM Cutlery | | | | | |
| Prairieware HIPS Plates | | | | | |

FOR ADDITIONAL PRODUCT INFORMATION AND SPECIFICATIONS, REFER TO WWW.PACTIV.COM

Maintain Food Temperature

Food temperature is just as important as food flavor! Maintaining temperature is as easy as picking the right packaging solution.

- 1) Make sure the size of the container is not too large
- 2) Keep hot and cold foods in separate bag.

Preserve Food Integrity

Choose the right size and type of packaging for the portion you are preparing. Partially filled packaging can leave a bad impression and imply portion sizes are shrinking. Always consider the value of the food when choosing a container (i.e. steak dinner = high end container).

Prevent Leaking or Spilling

Reduce the risk of leaking by carefully choosing the right type of package for each food. Soups and Chili should always have a snap tight, leak resistant lid.

Keep Foods Crisp & Not Soggy

Invest in ventilation! Containers that vent allow condensation to escape which helps prevent wilting and sogginess.

Put Sauce on the Side

Reduce the risk of a mess by placing sauces and dressings in their own containers. This is a simple solution that will lead to a much nicer food presentation. Consider wrapping the sauce containers with a plastic wrap for added piece of mind.



Designing your To-Go Menu

You know better than anyone what your customers like, but when it comes to take-out, you will also need to consider...

- ▶ Which foods will travel well in an enclosed container?
- ▶ What foods will still look and taste good 15-30 minutes later when the customer reheats and eats it?
- ▶ What will generate impulse (increased) sales and increased profits? Think dessert and side items.
- ▶ Will the take-out menu selection be representative enough to your full menu?

Tips for Best in Class Take-Out

- ▶ Designate separate parking spots.
- ▶ Dedicate a separate line and register for customers paying.
- ▶ Offer call ahead service and bring the orders out to the customer's car.
- ▶ Assign one employee per shift to oversee Take-Out.
- ▶ Take advantage of the wait time and merchandise individual dessert portions near the take-out counter for increased impulse sales.
- ▶ Motivate patrons to buy a drink with their meal and offer cup carriers to increase sales of hard-to-carry fountain drinks.



Take-out Take Away



- Take-out is not cannibalizing on-premise business
- Take-out growth will continue
- Consumers like dedicated take-out programs
- Take-out represents 1-in-5 dollars in Casual Dining Restaurants



- Take-out leads to incremental sales
- Packaging should be part of dedicated take-out program
- Take-out reheating instructions are part of the program
- Aggressive promotion is expected for take-out programs

Source: CDR Takeout Survey