

# GET PRO WITH DELIVERY

*Step 1*

HOW TO PERFECT  
YOUR PACKAGING



TOGETHER WE CAN GET

*Back in The Game*



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# GET PRO WITH DELIVERY

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## Now is the time to become a delivery pro and do it well.

While some customers may be hesitant to eat out of home, they will be keen to order in from their favourite restaurants once they reopen. It's likely delivery will become a vital income stream for many restaurants in the future; , so this new eating habit is here to stay. This is why delivery needs to be offered at a high standard – to ensure food is delivered in the same optimum condition it leaves the kitchen. Whether you're currently doing delivery, have tried and decided it's too difficult or are new to it, we have some expert advice that can help.



**At McCain Foodservice Solutions, we understand how important it is to you to be expert in what you do.**

That's why we've teamed up with Egg Soldiers, who have worked with many UK restaurants chains to implement slick and effective delivery strategies. Our expertise lies in crafting products that are not only loved by your customers but that also stand up to the tough demands of delivery.

Our combined product and operational knowledge will give you the insight and information you need to get professional with delivery.

TOGETHER WE CAN GET

# Back in The Game



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# PERFECT YOUR PACKAGING

If you've recently added a delivery arm to your operations and haven't had time to think about packaging, now would be the time to do so. Make delivery service more convenient and more enjoyable, while conveying the brand personality and logos.

Packaging can also be used as a branding and differentiating tool, helping to prevent the loss of the brand with the use of third-party delivery services such as Deliveroo and JustEat. Packaging is therefore an important opportunity for operators to reconnect with the customer after the delivery has been completed, providing an experience that is closer to what the diner might receive inside the outlet itself.



# WHO IS DOING PACKAGING REALLY WELL?

★  
**wagamama**



**Wagamama recently underwent a complete packaging redesign in order to better connect the at-home dining experience with what customers would typically experience in the restaurant.**

## *They focussed on -*

**Functionality** – The new packaging includes a set of bowls of various sizes, each of which comes wrapped in a branded belly band and can be stacked for efficient transport

**Information** – Each belly band also contains a description of the included order. This helps to prevent confusion at home and order fulfilment errors in the kitchen

**Presentation** – The packaging has been designed to present dishes that are both aesthetically pleasing and informative.

**Consistency** – All takeaway bowls are now grey, which is much better for the recycling process

**Responsibility** – New packaging materials are recyclable and bowls can be washed and reused – which stops the perception that takeaways have to be wasteful



**Homeburger was founded in London as a result of one too many bad takeaway burgers and their business model is centred on their highly engineered burger packaging -**

**Functionality** – Designed with the right amount of air holes to keep crispy items crisp and coverage to keep everything hot

**Information** – Each item delivered has its very own designated sticker, so you know which box contains a burger, chicken or fries

**Presentation** – The packaging has been designed so it folds out like a present and each compartment holds an item

**Consistency** – All items are boxed and bagged according to item – burgers sit with each other etc.

**Responsibility** – packaging is 100% recyclable and made from 60% recyclable materials





# THE DELIVERY EXPERIENCE IS NOW AN EXTENSION OF THE RESTAURANT

As delivery gets more popular, it also becomes more competitive, with an increasing number of players involved in the game. This ultimately means more delivery demand for the restaurants fulfilling these orders. However, this will also mean more pressure on each of them to stand out and deliver a premium dining experience.

Operators should consider the at-home delivery experience they provide to be every bit as important as what they might provide in the restaurant – especially as they are now often reaching new customers who might not otherwise know the brand. This means a great opportunity to create future brand loyalists, and packaging is a very important tool in creating that experience.



- **It's all about 'the experience' here** – one of the vital trends in hospitality. The challenge is to deliver a great experience for your customer, to mimic your bricks and mortar site e.g. fun and interesting labels (messaging), added special touches and simple garnishes/sauces etc.



- **The packaging has two main functions:**
  1. needs to be fit for purpose i.e. deliver great quality food (the options are already out there waiting for you)
  2. needs to act like a 'gift' for the customer to unwrap/unbox i.e. it feels special. Do not wrap anything in clingfilm or newspaper!



- **Sustainability** will also be high on the public agenda – so go for this option if you can – and then tell the customer about it!

# BUT WHY IS FOOD PACKAGING IMPORTANT ON DELIVERY?

1. Protects food from contamination
2. Makes a meal more appealing – senses such as sight influence dining experience
3. Controls the food temperature and keeps it hot – so use the right packaging for the right job e.g. vents/holes for crispy products, more sealed for saucy stew-type dishes
4. Allows you to charge a premium – well-packaged food has a higher perceived value
5. Reinforces your brand – packaging is an important brand touchpoint
6. Shows your customers what you value – e.g. sustainability/ biodegradable packaging

**We've developed a simple step-by-step packaging guide with easy tips to make the crispiness last longer using either a fry sleeve, clam shell or folded carton.**

## FRY SLEEVE

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- STEP 1**  
Insert napkin into sleeve all the way to the bottom.
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- STEP 2**  
Fold napkin over the top.
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- STEP 3**  
Place fry sleeve upright on top of any other items in the bag. Roll and seal the bag top for secure travel.

## CLAM SHELL

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- STEP 1**  
Carefully cut three holes (not slits) into each of the sides (15 total).
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- STEP 2**  
Wrap burger or sandwich in foil to retain its heat.
- STEP 3**  
Place napkin under fries to help absorb moisture.
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- STEP 4**  
Close lid to retain heat and clamshell in bag. Roll and seal the bag for secure travel.

## FOLDED CARTON

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- STEP 1**  
Remove the two side flaps to allow the carton to vent and insert a napkin to absorb moisture.
- 
- STEP 2**  
Wrap burger or sandwich in foil to retain its heat.
- 
- STEP 3**  
Fold napkin ends over the top of the food and close remaining flaps.
- 
- STEP 4**  
Pack bag with additional napkins to further absorb moisture. Roll and seal the bag for secure travel.

**DOWNLOAD STEP 2 – MANAGE YOUR DELIVERY COSTS**



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