

TOGETHER LET'S DO

Next Level Delivery



FOODSERVICE
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Next Level Delivery Tips

IN PARTNERSHIP WITH



As your customers are increasingly turning to take-away food, you need to ensure your deliver offer is next level, both in terms of quality and transportability.

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 do next level delivery.



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Perfect YOUR PACKAGING

Research* shows packaging can be one of the biggest let downs in delivery, it plays a crucial role in setting the tone for a customers level of satisfaction with their meal. It is the first “moment of truth”.

Customers decide in a few seconds if their expectations have been reached. If packaging is tightly-closed, sturdy, neat and has a touch of ‘care’ –people will automatically assume the food inside is going to be well-preserved (temperature, texture, quality) and relieved it is secure. If packaging is flimsy, not containing food, falling apart –people will assume food is damaged, has been prepared badly, resulting in high levels of disappointment.

As a minimum, there are a few hygiene factors which are essential in meeting people’s needs for packaging.

In research a clear hierarchy emerged of most important packaging characteristics, which was:

MOST IMPORTANT:

- 1. Keeps food protected so it arrives undamaged**
- 2. Keeps food hot/fresh**
- 3. Recyclable**
- 4. No leaks**



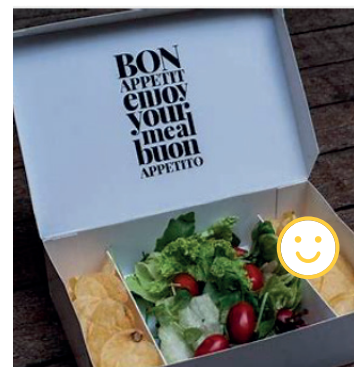
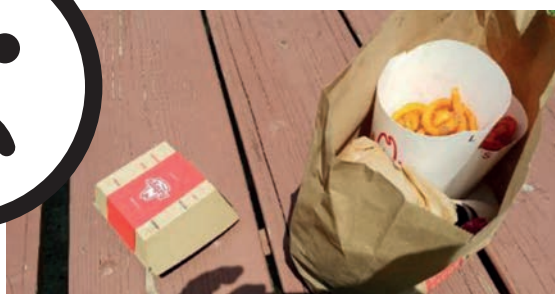
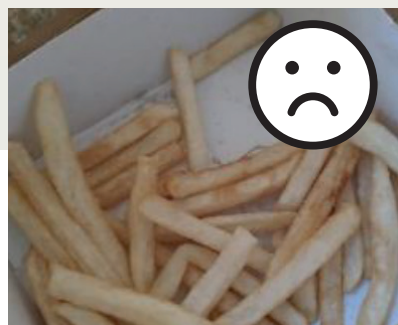
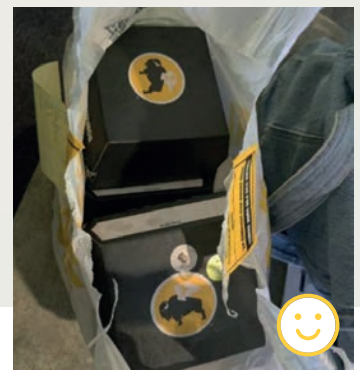
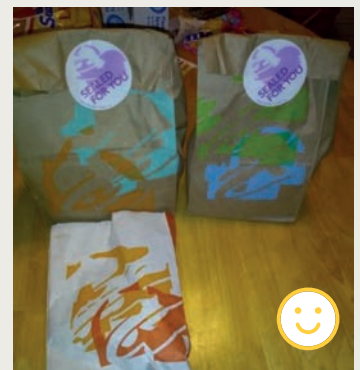
NICE-TO-HAVES:

- 5. Robust structure –no need for plate**
- 6. Less packaging to reduce waste**
- 7. Easy to eat on the go**
- 8. Oven/microwavable**
- 9. Easy to clean up**
- 10. Visually appealing**
- 11. Clear lid**
- 12. Tamperproof**

Small touches such as a branding or logo on packaging or a branded security sticker can demonstrate some ‘care’ has gone into the packaging contribute to perception that the overall quality is high.

*Source: Catalyx research 02.09.20

EXAMPLES OF NEXT LEVEL PACKAGING



THE DELIVERY EXPERIENCE IS 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



STEP 1
Place fry sleeve upright on top of any other items in the bag



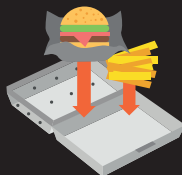
STEP 2
Roll and seal the bag top for secure travel



CLAM SHELL



STEP 1
Carefully cut three holes (not slits) into each of the sides (15 total).



STEP 2
Wrap burger or sandwich in foil to retain its heat.



STEP 3
Close lid to retain heat and clamshell in bag. Roll and seal the bag for secure travel.

FOLDED CARTON



STEP 1
Remove the two side flaps to allow the carton to vent.



STEP 2
Wrap burger or sandwich in foil to retain its heat.



STEP 3
Close remaining flaps.



STEP 4
Roll and seal the bag for secure travel.

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