

# How to Increase Hot To-Go Chicken Revenue and Profits

Better Packaging Delivers the Best Experience



## Increased Appeal and Higher Perceived Value

When customers see more, you sell more. Unlike bag or box alternatives, Anchor containers create an appealing presentation that drives sales. Portion sizes look larger and clear, anti-fog lids keep condensation out of the way for improved hot case merchandising.

## Improved Meal Experience

Hot & Crispy or fresh rotisserie - great taste and easy serving win more meals. Crisp Food Technologies® containers keep fried chicken favorites hot & crispy for hours in the hot case and 30 minutes on the go. Table-ready designs make serving at home as simple as removing the lid.

## Lower Labor Costs and Reduced Operational Risk

Anchor's durable, easy-to-load containers keep operations humming. Tight closures prevent messy leaks that ruin the customer experience and create additional clean-up work. No leaks mean no slip-fall risks behind the counter or on the selling floor.

## Recyclable After Use

Anchor's microwave and dishwasher-safe PP containers add multi-use value including transit, heating, storing leftovers and consumer reuse before being recycled.



CRISP FOOD TECHNOLOGIES® CONTAINERS

# Everywing Tastes Better Hot & Crispy



## When you protect the Temperature and Texture, you deliver dine-in Taste that brings them back

Only Crisp Food Technologies® protects temperature, texture and taste. Keeps food hot & crisp for hours in the hot case and 30 minutes on the go.

Consumer Reusable · Microwavable · Curbside Recyclable

Full Assortment of Shapes and Sizes

Made in the USA



REDUCE  REUSE  RECYCLE

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