

# PACKAGING UP PREPARED FOOD PROFITS



## FOCUS ON THESE THREE AREAS TO MAXIMIZE DELI PROFIT POTENTIAL

**S**hoppers entering your store today are hungry for more than deals. Busy schedules leave them time-starved and seeking meal solutions. Before they get to your deli, follow these simple steps to maximize the profit potential of prepared foods. A better packaging plan creates more conversions and builds baskets by capturing more impulse sales.

### PRIORITIZE PRESENTATION TO CONVERT SHOPPERS INTO CUSTOMERS

An appealing presentation captures sales and quickly communicates quality. The details matter here. The best packaging provides a broad size range with a consistent family design. It also offers lids that maximize visibility with wide panels, domed designs, and microwaveable polypropylene (PP) or PETE options. Critically, it must offer integrated antifog that clears condensation to ensure food remains visible in hot or cold displays. The sum of these parts creates a greater whole that drives sales, increasing shelf impact and profit potential.

### QUALITY + CONVENIENCE = REPEAT CUSTOMERS

Because a good experience drives future purchases, packaging performance matters even more once the container is in the shopper's cart. Tight closures prevent messy spills and protect quality. Beyond simply transporting food, PP containers provide multi-use functionality including microwave reheating, table-ready serving, and leftover storage. Because durable PP designs are dishwasher-safe, they also offer convenient consumer reuse. Importantly, Polypropylene containers remain recyclable at end of use, and mineral-filled (MFPP) options deliver the same performance but require 40% less resin to produce.

### KEEP OPERATIONS EFFICIENT TO INCREASE PROFIT

Select packaging that offers secure stackability on the shelf and in the bag. Also, look for options offering multiple sizes with interchangeable lids to improve inventory efficiency. Avoid brittle OPS lids that can crack during loading or transport, and don't under-invest, as the lowest-cost packaging options can create hidden costs that eat into profits, such as breakage and food spoilage that creates costly shrink. Finally, consider prioritizing products made in the USA as these products offer shorter supply chains and critical security of supply.



Want to take your sustainability efforts further? Anchorware® Reusables offer value consumers recognize.

Anchor Packaging's MicroRaves® PP containers deliver these benefits with an attractive design and wide range of capacities ranging from 12oz to 32oz. Choose MicroRaves® to deliver a satisfying prepared item solution for your shoppers and sales growth for your stores. ■



# Packaging That Wins More Meals



## How Foodservice Innovators Increase Sales and Profits

### CREATE SHELF APPEAL TO DRIVE MORE SALES

Clear Guard™ anti-fog lids keep food looking fresh with wide-paneled dome lids to maximize visibility.

### SIMPLIFY OPERATIONS AND INCREASE CONVENIENCE

MicroRaves® stack securely on display and in the bag. Multiple depth bases share interchangeable lids.

### OPTIONS TO FIT ANY OFFERING HOT OR COLD

12-32oz sizes with one or 2-compartment bases. Flat and dome rPET lids, microwavable PP lids & bases.

### REUSE AND RECYCLE TO SERVE SUSTAINABLY

Microwave and dishwasher-safe containers provide consumer reuse and remain recyclable after use.

