

## Crisp Food Technologies® Containers

# The Only Containers to Keep Food Hot & Crispy!



## Free Samples to Test Your Food

Crisp Food Technologies® containers protect the temperature, texture, and taste of your food in a hot display and for 30 minutes in transit. Customers expect takeout, curbside pickup, and delivery to taste as good as a meal served in a restaurant. Crisp Food Technologies® can help you satisfy their expectations and grow your off-premise sales.



## Consumers Say Food Tastes Best in “Crisp Food Technologies”



Technomic, an internationally-recognized authority in research for the foodservice industry, conducted consumer research to determine if packaging plays a role in the inherent challenges of delivering a restaurant-quality food experience for off-premise dining. The results of this research are in:

**Food Tastes Better in Crisp Food Technologies® Containers.** [LEARN MORE](#)

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## Industry Leaders Agree - and Recognize the Difference!

Industry leaders recognize the performance difference *Crisp Food Technologies®* containers deliver. In use at over 21,000 locations and growing!

Have you tasted your food after 30 minutes? Request free samples to see and taste the difference!

Recognition continues year after year as ***Crisp Food Technologies®*** earns **industry awards.** [LEARN MORE](#)



- ☒ Keep Food Hot & Crispy
- ☒ Reduce Packaging Cost!
- ☒ Increase Profit Margin!

Meet our latest Award-Winner, *Fry Baby®*

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## How the Unique Design Keeps Food Hot & Crispy

The unique, patented, convection cross-flow design relieves moisture and condensation while maintaining food temperature. Through-the-closure ventilation and raised airflow channels in the bottom of the container, combine with venting in the anti-fog lid to ensure fried foods remain crisp. Even after three hours in heating units and 30 minutes in transit, food looks and tastes freshly made.



# Available in a Wide Range of Shapes & Sizes



Sizes range from 14 to 63 ounces in single, two and three compartment options.

[SEE THE ENTIRE LINE](#)

**In Use at Over 21,000 Locations and Growing!**

**Free Samples to Test Your Food**

**Taste the difference yourself!**

Watch the Video on Home Delivery with Crisp Food Technologies

**Learn More About How Market Leaders Across Channels  
are using Crisp Food Technologies® Containers to Increase Sales:**

**CStoreDecisions**

**How Two C-Store Chains Doubled Hot-to-Go Sales**  
By CSD Staff | November 13, 2020



**NEWS DELIVERY TRENDS**

**From Ghost Kitchens To Exotic Cuisines, Delivery And Takeout Set To Chart New Course In 2020**



## NEWS TAKEOUT & DELIVERY SOLUTIONS

### HOW TO THRIVE IN THE 'NEW NORMAL': WHAT WILL CONSUMERS DEMAND?

**D**elivery and curbside pick-up recently became mandatory for both operators and consumers as a result of COVID-19. But as the country begins the slow process of reopening, it will be critical for restaurants to recognize changes that will shape long-term. Consumers who never used restaurant or grocery delivery before during their shelter-in-place time, and many consumers will continue to use these services even after restrictions are lifted.

Operators should therefore design their menu and delivery strategy to meet the new reality and a component of their new business plan.

media, growth and momentum that has propelled many past advertising expenditures.

**Critical factors of packaging designed for fast takeout food should include:**

- Leak-resistant, tight closures
- Avoid messy spills on seats
- Special features to keep food fresh, both hot and cold
- Reusable, biodegradable, and 100% made with dishwasher-safe, microwave materials
- The ability to withstand temperatures to 225 degrees Fahrenheit without a change in color or structure
- Feasible, off-the-shelf materials

**Winsight | Content Studio** RESTAURANT BUSINESS ONLINE  
Sponsored content from our partner **Anchor Packaging** on May 05, 2020



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### CRISPY AFTER 30 MINUTES? One of the Many Challenges of Home Delivery

Long gone are the days that all meals are prepared and eaten at home. As lifestyles have evolved, the idea of "on-demand" and instantaneous technology has enabled that transition. Nowhere is that transition faster than among the millennial generation. Fueled by a world of "apps," it's no longer necessary to find anywhere to "hang" for anything from lunch to dinner to designer clothing as companies like Amazon can bring the world to us, often with same-day delivery.

If there is any doubt as to the magnitude or impact of the shift in buying behavior, consider the data gathered by one major retail dining chain during a controlled 30-day test within the same market area. Not the place, but the time, was the same for home delivery, while the other half maintained their standard takeout offering. Some

stays, and most importantly how to maintain food quality for the 30-minute in transit. It is especially critical with French fries, wings, or other fried foods where maintaining texture is essential to the taste profile. The same chain that performed the 30-day test with Uber Eats also performed tests of packaging to determine what food and packaging would maintain the quality of their food and maintain original food texture, while still retaining presentation. The chart summarizes the test results.

The Crushed Chicken by Anchor Packaging of St. Louis, MO is a patented technology currently used in over 10,000 stores. Originally developed to keep fried chicken hot and crispy in a supermarket display for up to 4 hours, it has been recently adapted for the restaurant industry to address the challenges associated with home delivery. Chain using this product have reported results that surpass any other packaging alternative.

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## NEWS PACKAGING SOLUTIONS

### TAKEOUT & DELIVERY MARKETPLACE FORCES CHANGES IN RESTAURANT STRATEGIES

**T**he pandemic has changed the restaurant and food service industry. More than 10,000 locations have closed their doors, and many others have had to change their business models to survive. The industry is now focused on takeout and delivery, and operators are looking for ways to improve their packaging and delivery strategies.

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for their drive-in, counter service. However, the COVID-19 pandemic has forced operators to avoid the use of shared or reusable items, which has led to disposable or contactless options. This way, operators don't risk spreading contamination among consumers. Some restaurants have gone even further by requesting permanent wearables with disposable options for drive-in customers to reduce risk and signal their commitment to safety to their customers.

While the area of maintaining a healthy environment, there are specific recommendations for

### SOLVING THE CHALLENGES OF HOME DELIVERY



Home Delivery is no longer a question of an experiment, or even a point of difference. The consumer expects delivery just as they expect every business

### "SOGGY FRIES" ARE NOT OK THERMAL IMAGING DISCLOSES THE SCIENCE BEHIND THE SOLUTION

Home Delivery in the U.S. is projected to reach \$10 billion over the next four years, so getting the consumer trend is not an option for any foodservice operator. There are far more questions than answers in developing a successful food delivery business. Menu offerings, 3rd party delivery versus QR, POS systems, and how much to charge for delivery, are just a few of the pressing issues facing those entering the Home Delivery market.

One topic that is not as far debated as food quality and presentation. Every study done thus far clearly shows that consumers expect their food to be hot and taste just like it does in the restaurant, and hot foods will arrive hot and crispy not cold and soggy. In fact, according to Technomic, 44% of all consumers joining Home Delivery through 3rd party services place the blame for a negative experience squarely on the restaurant. The same Millennial generation

In 2017, the USDA estimated that French fry consumption in the U.S. topped 1 billion cups, making it one of the top 10 most consumed food products. The challenge is how to keep this popular side dish both hot and crisp during a 30-minute drive to the consumer. That challenge applies equally to all fried foods, including wings, chicken strips, fried chicken, etc.

The graph on the left shows the results of tests performed at multiple locations of two leading national restaurant chains. While neither chain performed the best in heat retention, it came down to condensation removal and maintaining food texture. The best overall performance was achieved by the "Crush Fried Chicken" by Anchor Packaging of St. Louis, MO. It is a patented technology currently in use at over 10,000 stores.

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