



FOODSERVICE PACKAGING DELIVERS



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FOODSERVICE PACKAGING DELIVERS

ABOUT FPI

- Established in 1933
- Only industry trade association in North America solely focused on all single-use foodservice packaging products
- Members include:
 - Converters and their raw material and machinery suppliers (approximately 90% of the industry);
 - Foodservice distributors and operators



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ABOUT FOODSERVICE PACKAGING

- Primary role
 - Transport foods and beverages safely and conveniently to/for the consumer
 - No longer just across the counter, but now down the street via car, bike, drone...
 - Can drive (or hurt) sales
- Secondary role
 - Promote / be extension of brand
 - Communicate key messages to consumers



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TRENDS IN FOODSERVICE PACKAGING

- Innovations in design
 - Operator and consumer convenience
 - Multi-use
 - Portability
 - Size
 - Tamper evident





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TRENDS IN FOODSERVICE PACKAGING

- The “look” of packaging
 - More colors, styles
 - Better graphics
 - Packaging as a “walking billboard”
 - “Simple”





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TRENDS IN FOODSERVICE PACKAGING

- Innovations, changes in materials
 - Innovations in paper coatings
 - Growing interest in molded pulp
 - Shifts within resins
 - Use of recycled content





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TRENDS IN FOODSERVICE PACKAGING

- All about the environment
 - In general: green, eco/ environmentally-friendly and sustainable
 - Related to materials: shifts within materials, bio-based, renewable, made with recycled content
 - Related to recovery: recyclable, compostable, biodegradable

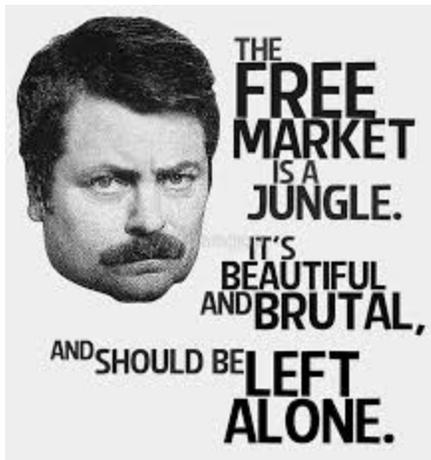




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SOMETHING TO CONSIDER

- Bans, mandates, taxes, oh my!



- Increased concerns about, and regulation of, chemicals



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DOs

- DO consider packaging decisions early on during your F&B development.
- DO communicate all the features and functions the packaging should have to your supplier.
- DO test samples in actual use (delivered!), not just dry or empty.
- DO consider the environmental attributes of the packaging.
- DO consider using your foodservice packaging as potential advertising.



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DON'Ts

- DON'T just use the low cost option to save money.
- DON'T assume that custom packaging is the best option.
- DON'T assume that all foods and beverages can go in the same packaging.
- DON'T forget to periodically assess your packaging to make sure it still meets your and your customers' needs.



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FREE RESOURCES: www.FPI.org



The decision to source new foodservice packaging for your establishment is important — but it doesn't need to be difficult. This guide will take you through important details to help organize your needs.

SOURCING OPTIONS

There are three options for sourcing foodservice packaging: directly from a packaging manufacturer, through a foodservice distributor, or at a retailer such as a club or "cash and carry" store.

- Reasons to buy from a packaging manufacturer:
 - You are looking for customized packaging (graphics, size, shape).
 - You have high volumes (usually defined as more than 1,000 cases per year).
 - You have an established distribution network.
 - You may be considered a strategic or national account.
 - You have no distributor in your area that carries the desired product.

- Reasons to buy from a foodservice distributor:
 - Your needs will be met by stock packaging (some custom packaging services available).
 - You have low volumes (usually defined as less than 1,000 cases per year).
 - You are looking for the distributor to deliver the packaging to you.
- Reasons to buy from a retailer:
 - Your needs will be met by stock packaging.
 - You have low volumes (usually defined as less than 1,000 cases per year).
 - You are able to deliver the packaging from a retailer to your foodservice operation.



RECYCLABLE, COMPOSTABLE, BIODEGRADABLE, OH MY!

CONSIDERATIONS IN MAKING ENVIRONMENTAL MARKETING CLAIMS

With the growing interest in the environmental attributes of foodservice packaging, it's critical that companies throughout the foodservice packaging value chain understand what they can and — perhaps more importantly — cannot claim about their packaging.

REGULATING BODIES

In the United States, the **Federal Trade Commission** holds the authority to ensure that environmental marketing claims are neither unfair nor deceptive and that claims are adequately substantiated. The FTC's resource, "Guides for the Use of Environmental Marketing Claims" (also known as the "Green Guides") provides information such as:

- General principles that apply to all environmental marketing claims;
- How consumers are likely to interpret particular claims and how marketers can substantiate these claims; and
- How marketers can qualify their claims to avoid deceiving consumers.

In Canada, responsibility for marketing claims falls to the **Competition Bureau**. The Bureau, in partnership with the **Canadian Standards Association**, developed "Environmental Claims: A Guide for Industry and Advertisers." The document serves as a best practice guide to complying with provisions of various statutes that prohibit false or misleading representations in the Canadian marketplace.

REGULATORY RESOURCES

These resources are designed to help marketers make sure claims about the environmental attributes of products are truthful and non-deceptive. Claims are evaluated legally from the standpoint of the responsible consumer who is the target of the advertisement. In the absence of consumer perception evidence, the regulator stands "in the shoes" of the consumer to determine the reasonable take-away of the claim. Broad, unqualified claims can lead consumers to believe that products have environmental properties or benefits that either





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