

OFF-PREMISES

PACKAGING SUMMIT

Powered by **food**on**demand**

SEPTEMBER 26 & 27, 2022

RENAISSANCE® DALLAS AT PLANO LEGACY WEST

Branding the Box and the Bag

www.foodondemand.com

Branding the Box and the Bag

Overview

- Introduction
- Purpose of Branding
- Scalability
- Sustainability
- Q&A

Marketing: Branding the Box and the Bag



Scott Landers
Co-Founder & President
Figure 8



Mickey Citarella
VP of Brand
Nextbite



Pedro Mora
Founder & CEO
Fajita Pete's



Scott Shotter
Chief Operating Officer
Fuzzy's Taco Shop



The Purpose of Branded Packaging Messaging and CTA

photos courtesy of Fuzzy's Tacos Shop & NextBite brand, George Lopez Tacos

www.foodondemand.com



Scalability Timing and Cost Strategy

photos courtesy of Fajita Pete's



Sustainability Simple and Eco-friendly Strategies

photos courtesy of Figure 8's clients: Vinateria, Fiorella's, & Crumbs

OFF-PREMISES

PACKAGING SUMMIT

Powered by **food** **ondemand**

SEPTEMBER 26 & 27, 2022

RENAISSANCE® DALLAS AT PLANO LEGACY WEST

Branding the Box and the Bag Q & A