



# Food On Demand Packaging Summit

**VIRTUAL DINING CONCEPTS**



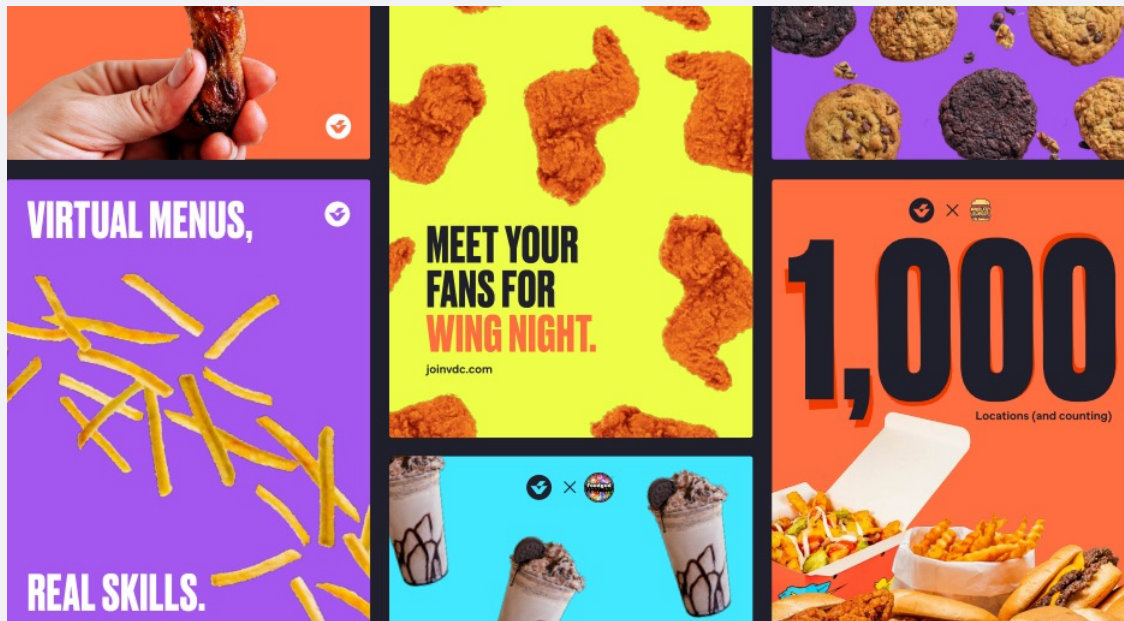


## VDC: PIONEERING THE NEXT SHIFT IN HOSPITALITY

CREATES **GLOBAL VIRTUAL BRANDS** IN PARTNERSHIP WITH MEDIA, CELEBRITY AND CREATORS

**OPTIMIZES YOUR KITCHEN** BY ADDING PROFITABLE SALES WITH MINIMAL IMPACT

**DELIVERS A MOMENT BEYOND FOOD** TO OUR CONSUMERS

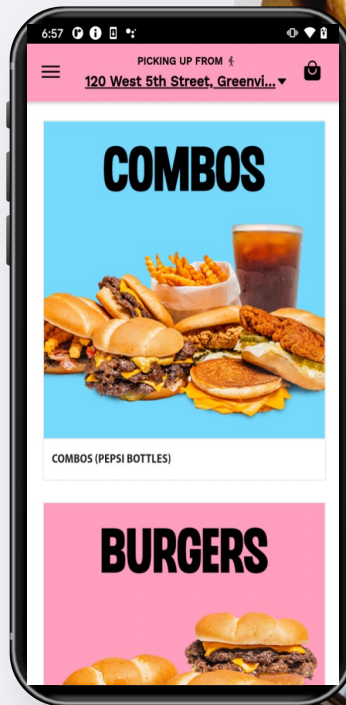




# WITHOUT PHYSICAL REAL ESTATE, PACKAGING IS KEY TO BUILDING A CONSUMER CONNECTION

- 68% OF RESTAURANTS WHO ADDED VIRTUAL BRANDS DURING PANDEMIC REPORT THEIR PERMANANCY<sup>1</sup>

<sup>1</sup> Grubhub and Technomic Data Insights from Independent Restaurants, April 2022





## BE LOUD!

- ❖ LEVERAGE BRANDING INTO EVERY ASPECT OF YOUR DELIVERY EXPERIENCE
- ❖ CREATE UNIQUE, SHAREABLE CONTENT
- ❖ TOOK INTENTIONAL RISKS
- ❖ ALIGN ON THE END GOAL OF THE GUEST EXPERIENCE







# CREATE A MEMORABLE EXPERIENCE





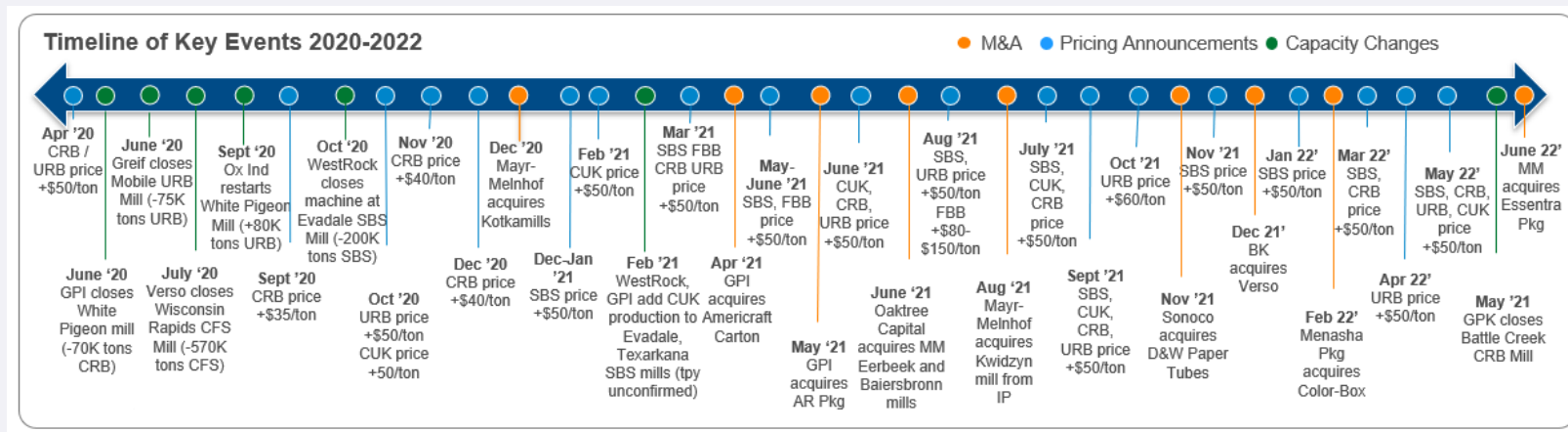
# Industry Activity & Volatility

The Industry continues to see unprecedented pressure and consolidation

Five Manufacturing Plant Closures

Nineteen (19) Price Increases

Nine Mergers & Acquisitions



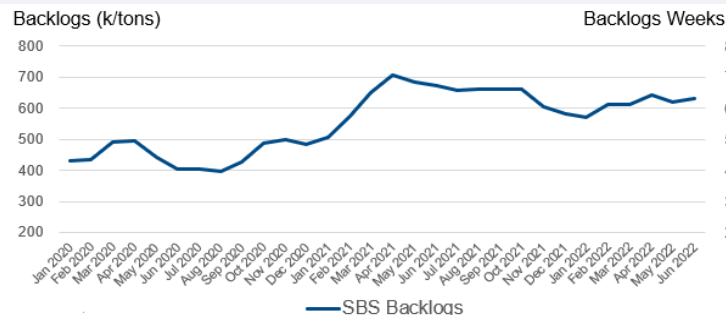


# Industry Activity & Volatility 2020-2022

## Production Shortages & Shipment Delays

## Raw Material Price Impact

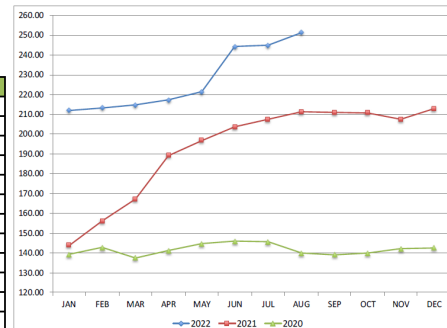
## Industry Product Shortfalls & Shipment Delays On SBS Board



## Prices Continue To Trend Well Above 2020 & 2021 Benchmarks

### Wood Pulp

DATE	2022	2021	2020
JAN	212.00	143.80	139.20
FEB	213.30	156.00	142.70
MAR	214.69	167.20	137.40
APR	217.23	189.20	141.10
MAY	221.45	196.80	144.60
JUN	244.31	203.60	145.90
JUL	244.93	207.51	145.50
AUG	251.33	211.21	139.90
SEP		210.93	139.10
OCT		210.81	139.80
NOV		207.44	142.00
DEC		212.78	142.50





# Industry Activity & Volatility 2020-2022

## Fuel Cost Still Impacting Overall Supply Chain

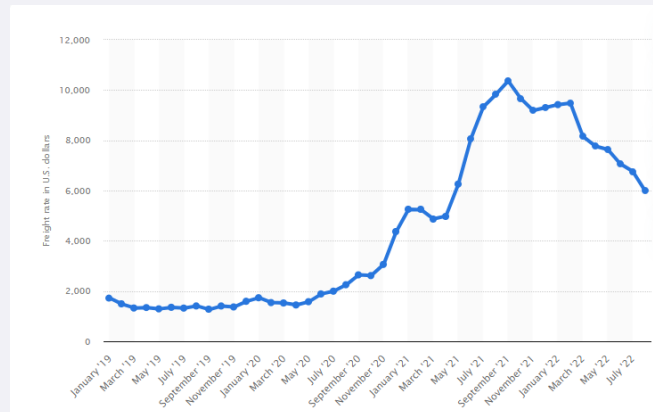
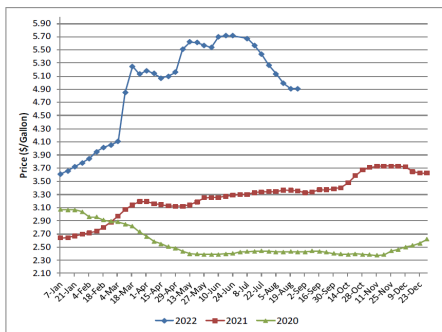
## Overseas Shipping (Container Freight) Prices

## Fuel Costs Impact Drivers, Cost and Delivery Schedules Reductions Providing Some Relief

## Global Shipping Container Rates Show Signs of Softening

### Diesel

DATE	2019	2020	2021	2022
7 Jan	3.65	3.65	3.65	3.65
14 Jan	3.65	3.65	3.65	3.65
21 Jan	3.75	3.75	3.75	3.75
28 Jan	3.75	3.75	3.75	3.75
4 Feb	3.85	3.85	3.85	3.85
11 Feb	3.95	3.95	3.95	3.95
18 Feb	4.05	4.05	4.05	4.05
25 Feb	4.15	4.15	4.15	4.15
4 Mar	4.25	4.25	4.25	4.25
11 Mar	4.35	4.35	4.35	4.35
18 Mar	4.45	4.45	4.45	4.45
25 Mar	4.55	4.55	4.55	4.55
1 Apr	4.65	4.65	4.65	4.65
8 Apr	4.75	4.75	4.75	4.75
15 Apr	4.85	4.85	4.85	4.85
22 Apr	4.95	4.95	4.95	4.95
29 Apr	5.05	5.05	5.05	5.05
6 May	5.15	5.15	5.15	5.15
13 May	5.25	5.25	5.25	5.25
20 May	5.35	5.35	5.35	5.35
27 May	5.45	5.45	5.45	5.45
3 Jun	5.55	5.55	5.55	5.55
10 Jun	5.65	5.65	5.65	5.65
17 Jun	5.75	5.75	5.75	5.75
24 Jun	5.85	5.85	5.85	5.85
1 Jul	5.95	5.95	5.95	5.95
8 Jul	6.05	6.05	6.05	6.05
15 Jul	6.15	6.15	6.15	6.15
22 Jul	6.25	6.25	6.25	6.25
29 Jul	6.35	6.35	6.35	6.35
5 Aug	6.45	6.45	6.45	6.45
12 Aug	6.55	6.55	6.55	6.55
19 Aug	6.65	6.65	6.65	6.65
26 Aug	6.75	6.75	6.75	6.75
2 Sep	6.85	6.85	6.85	6.85
9 Sep	6.95	6.95	6.95	6.95
16 Sep	7.05	7.05	7.05	7.05
23 Sep	7.15	7.15	7.15	7.15
30 Sep	7.25	7.25	7.25	7.25
7 Oct	7.35	7.35	7.35	7.35
14 Oct	7.45	7.45	7.45	7.45
21 Oct	7.55	7.55	7.55	7.55
28 Oct	7.65	7.65	7.65	7.65
4 Nov	7.75	7.75	7.75	7.75
11 Nov	7.85	7.85	7.85	7.85
18 Nov	7.95	7.95	7.95	7.95
25 Nov	8.05	8.05	8.05	8.05
2 Dec	8.15	8.15	8.15	8.15







# PIVOT TO MAINTAIN RESTAURANT PROFITABILITY WITHOUT LOSING CONSUMER EXPERIENCE



- ❖ MULTI PURPOSE STICKERS
- ❖ SIMPLIFICATION OF DESIGN
- ❖ CROSS UTILIZE SKUS



- ❖ REDUCE # OF SKUS
- ❖ DECIDE WHERE TO INNOVATE
- ❖ ENHANCE EXPERIENCE



# LOOKING FORWARD

- ❖ KEEP THE GUEST EXPERIENCE AT THE CENTER
- ❖ FIND A BALANCE BETWEEN BRANDING AND OPERATIONAL EFFICIENCY
- ❖ BE WILLING TO TAKE RISKS AND INCORPORATE LEARNINGS
- ❖ INTRODUCE SUSTAINABLE OPTIONS
- ❖ IMPROVE PACKAGING TO ENHANCE FOOD QUALITY
- ❖ DON'T STOP INNOVATING!





**THANK YOU**