

SERVING UP FOOD DELIVERY

Detpak

The Detpak Guide to
Packaging for Delivery Service





Welcome to food delivery.

The popularity of food delivery continues to grow – with the global revenue growth rate anticipated to remain high at 9.9% per year until 2023. Tech-savvy, time-poor Millennial-era customers are driving demand¹. Eating food outside of restaurants is no longer merely about convenience, it is becoming a luxury, and people are willing to pay a premium for a quality experience and restaurants need to deliver.

Once food leaves the kitchen, the right packaging solution is a restaurant's best chance at protecting food integrity. It means chefs can have more control over the out-of-restaurant dining experience, and provide the level of service customers expect.

Packaging needs to be cost-effective, functional, and easy to use both in-store and at home.

Whether your business handles just a few delivery orders a week, or it is a significant portion of income, the packaging experts at Detpak can deliver packaging solutions to meet your needs. This guide serves up tips and tricks for restaurants wanting to reignite or refresh their offering.





#1 Preparing your menu for the journey home

Determine which menu items will be offered for food delivery. A pared-down menu featuring items that will not be impacted by the delivery process means customers won't receive food in poor condition.

From this, carefully consider which packaging items will be needed. Remember, the packaging is the first impression the customer will get of your food.

DID YOU KNOW...Some kinds of packaging can protect food integrity much more effectively than others?

#2 Sustainable packaging

Sustainable packaging is a way you can demonstrate to your customers your commitment to the environment. And with localised plastic bag bans and ongoing efforts from governments and organisations to eliminate problematic, single-use plastics, it is worth being aware of how legislation may impact your packaging choices.

Using recyclable, reusable or compostable packaging can help give your business an advantage. It can also help change the opinion that ordering food for delivery is wasteful.

TIP: If your business has a health-focused ethos, plate your food up entirely in environmentally-friendly packaging. Let your customers know that you care about the environment by using recyclable packaging from sustainable sources.





#3 Branding means business

Packaging is one of the best value forms of communicating with your audience: your customer.

TIP: Beautiful food deserves beautiful packaging. Consider custom print options – or custom print one item, and intergrate it with plain packaging to share your brand or message.

Your packaging is the first look your customers get at your brand when they open their food delivery bag. You've got a captive audience, so take the chance to send a message about your brand.

Simple solutions, like stickers and stamps add easy branding or messaging, and can help recreate the mood of the restaurant at home.

#4 Value for money

How much business do you expect to get from food delivery? What investment are you making to ensure the integrity of both the food and your brand?

Consider cost-effective options like products that serve dual purposes (e.g. a bowl that can be used for soup or sauce). To be sure you're getting the most out of your packaging investment, choose items available in smaller quantities, and/or are flat-packed for neater, more compact storage.

TIP: Use packaging items that present well in-store that can also be used for delivery. A printed burger wrap can be used for in-store presentation, or for wrapping food or lining a carton for takeaway/delivery.





#5 Perfect the presentation, and educate staff

Use packaging samples to check how your food sits in it, ensure it won't move during transport, and will protect product integrity.

TIP: Keep a reference photo of how the end product should look before leaving the premises.

Effective packaging solutions should be simple for everyone to use. Make sure all staff who will be handling food know how to package it up.

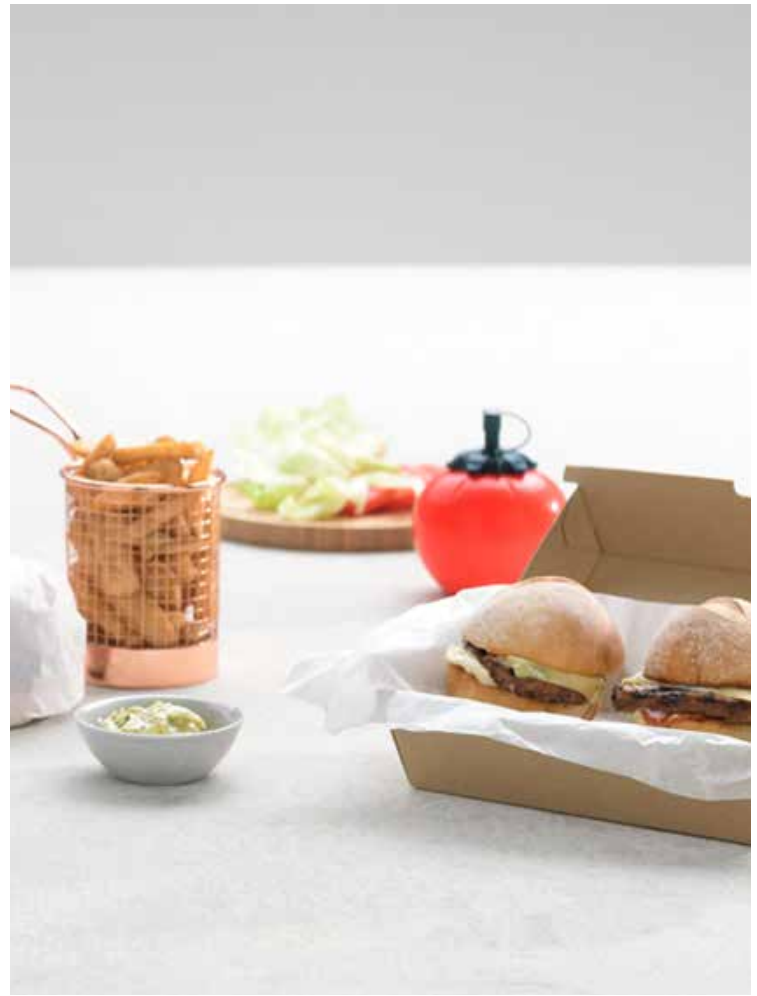
#6 Give something extra to gain an edge

To delight your customers, elevate their delivery experience with something extra.

Perhaps include an after dinner mint, a personal message from the chef, or even more information about your food. Other things to consider include space for scrap disposal – for example, chicken wings or ribs can be messy, so make sure cleanup is easy.

TIP: Include extras, to ensure a memorable delivery experience for your customers.





#7 Protect food integrity

When the delivery arrives at its destination, you need to be confident the packaging will have done its job. Packaging should fit to the food, not the other way around.

Hot food: If it's fried and crispy, the packaging should withstand grease, retain heat and resist sogginess. Packaging may need to be lined with a wrap for extra grease resistance.

The packaging may need ventilation holes, or be made from breathable materials.

Packaging with a foodsafe polyethylene lining will keep sauces and dressings intact - and means the packaging won't go soft.

Cold food: If delicate items like cold rolls and sushi will be on the delivery menu, then polyethylene-lined packaging will protect the food and prevent grease stains. If the packaging will be chilled, ensure it's freezer safe.

Eating: Will customers be eating straight from the packaging, and can they do this easily? Flatter, wider packaging allows for better "plating up" to show off the beautiful ingredients, and is much easier to eat from.

TIP: Test your first few deliveries on friends so you can be sure the food is arriving in the same delicious state your kitchen sent it out.





#8 The delivery experience is an extension of the restaurant

Look at the delivery through the customer's eyes. What is their impression of your brand and business?

The delivery experience must be good enough that the customer feels it's worthwhile, and an equivalent experience to going to the restaurant.

Messy, unappealing packaging can create an image of unappealing food - you don't want people thinking "what did I just spend \$50 on?"

You want them to remember their experience with you fondly, and know they'll be encouraged to order again. Packaging is your first and last chance to send a message about what your restaurant stands for.

TIP: Use custom printing packaging to reinforce branding messages and tell stories about your food, like the quality of ingredients, the skill of the chefs, and even menu information.

Ensure the delivery is Instagram-worthy, and encourage sharing on social media – include your social media handles in your branded packaging.



Keep your chips crunchy

One of the most commonly ordered food delivery items is chips.

Keep your customers happy by ensuring chips and fried foods maintain their crunch during delivery.

LaunchPad, Detpak's rapid innovation centre, has developed packaging specifically to keep chips and fried food crunchy for longer.

To keep chips crispy, consider a carton incorporating a raised floor and portioned vents at the bottom and top of the carton. This allows air to be drawn in at the base, and steam to escape from the top, utilising something called the stack effect.

Working with the food service industry, Detpak has performed a series of crunch tests in simulated food delivery environments to develop a carton design which extends the crunch of your fried food.

TIP: Look for packaging with maximum breathability to preserve crispiness of fried food.



Detpak Keep Crunch Carton

About Detpak

A part of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the foodservice industry.

By choosing Detpak, brands take advantage of more than 70 years of experience in superior design and printing across a range of products, plus an innovation centre for concept creation and rapid prototyping, Launchpad.

Based in Adelaide, Australia, with a network of manufacturing facilities and sales offices around the world, the Detmold Group capitalises on its global reach to respond swiftly to trends in a changing marketplace.

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