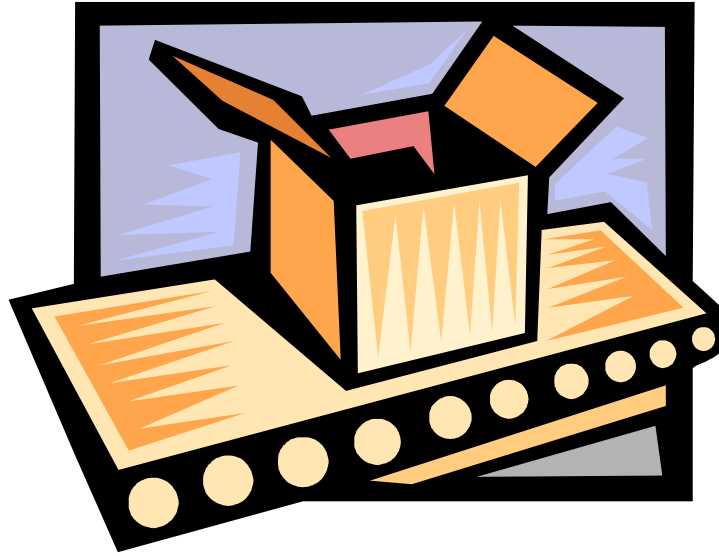


6. GETTING THE PACKAGING RIGHT



Securing the right packaging can make or break your initiative. This step will help you investigate the possibilities for your operation.

#6 OBJECTIVE:

Answer the yes and no questions to guide your packaging choices.

Work with your distributor to select the best packaging for your facility and your intent. Select packaging that stacks easily in a large bag.

Write in item selections and be sure to consider multiple uses whenever possible.

Biggest customer complaints of three section hinged trays – difficult to eat from, frequently leak, and hard to reheat.

Factors to consider in selecting packaging:

	YES	NO	COMMENTS
Do you need to portray a certain image?	_____	_____	_____
Does the product need to ventilate?	_____	_____	_____
Does the product have potential to leak?	_____	_____	_____
Will the product need to be reheated?	_____	_____	_____
Do you have space restrictions?	_____	_____	_____
Could the packaging bear your logo & number?	_____	_____	_____
If not, can you secure a sticker, card or stamp?	_____	_____	_____
Does packaging present a consistent appearance?	_____	_____	_____

ITEM	PACKAGE (consider multiple uses)	COST PER EACH
Entrée Only		
Entrée with Sides		
Burger/Sandwich Boxed		
Burger/Sandwich Wrapped		
Appetizer		
Dessert		
Side Only		
Soup		
Side Salad		
Entrée Salad		
Bagel/Donut		
Cold Beverage		
Hot Beverage		
Large Beverage		
Condiments (sauces, etc.)		
Utensils		
Utensil Kit		
Napkin		
Bag		
Specialty – Large		
Specialty – Boxed		
Large Sub		
Catering Item		
Catering Item		
Small Pizza		
Large Pizza		
Other		
Other		