

Anchor Packaging Sales Aid

Hot Food Home Delivery Polypropylene



Target Market



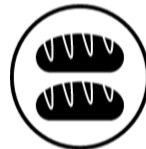
Restaurant



Pizza



Supermarket



Processor

Anchor Value Proposition

High quality polypropylene containers made in the U.S.A. Anchor Packaging leads the industry in innovation and product quality. FDA Compliance Certification ensure products are made in a safe environment.

How to Sell Against Competitors

Styrofoam Containers - Customer experience, hold temperature, reusable, brand perception, aesthetics

PET Containers - Vented to reduce moisture, customer experience, hold temperature

Molded Fiber Containers - Reusable, aesthetics, vented to reduce moisture

Competitive Polypropylene - Tight seal won't leak, 100% Polypropylene completely recyclable

Injected Molded Containers - Vented to reduce moisture, aesthetics, lower cost

Low Cost Imported Product - FDA Compliance Certification ensures safety of container

Sales Call Questions

1. Tell me about your current take-out and delivery services?
2. What challenges are you facing with your current food packaging solutions?
3. Are you looking for eco-friendly packaging options?
4. How do you envision the ideal packaging enhancing your food presentation and customer experience?
5. What is your average budget for food packaging, and are you open to exploring cost-effective solutions to enhance customer experience.

How to demo

Bring a range of Anchor Packaging containers that are most relevant to the client's needs. Begin with a visual inspection. Place the Anchor container next to the client's current container. Highlight the design, quality of material, and tight seal. Place hot food in both containers to highlight how Anchor holds heat vs their current container. Show the clarity of the lid vs their current container and point out the vents that allow moisture to escape keeping the quality of the food. Highlight features like stack ability, ease of opening and closing, and microwave safety. Discuss the environmental benefits of using a usable and 100% recyclable container. Leave samples so they can take food home in both containers to compare the experience their customer would experience.