

Huhtamaki Sales Aid

Huhtamaki

Hot Food Home Delivery
Polypropylene



Target Market



Restaurant



Schools

Huhtamaki Value Proposition

High-quality molded fiber bowls, plates, school lunch trays, clamshells, paperboard food containers, and cups made in the U.S.A. Huhtamaki is committed to growth and investment in sustainable alternatives.

How to Sell Against Competitors

Styrofoam Containers and Trays - Customer experience, hold temperature, brand perception, aesthetics

PET Containers – More environmentally friendly, customer experience

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

Sales Call Questions

1. Tell me about your current take-out and delivery services.
2. Do you have a current school bid?
3. What challenges are you facing with your current food packaging solutions?
4. Are you looking for eco-friendly packaging options?
5. How do you envision the ideal packaging enhancing your food presentation and customer experience?
6. 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 Huhtamaki items that are most relevant to the client's needs. Begin with a visual inspection. Place the Huhtamaki containers next to the client's current containers. Highlight the design, quality of material, and sustainability. Highlight features like sturdy construction, clean design, strength, and versatility. If you are showing the Envirable™ bowls show the tight-fitting, easy-to-remove lids made from recyclable polypropylene. Discuss the environmental benefits of using a container made from 100% recyclable materials. Some items are compostable. Leave samples so they can serve food in both containers to compare the experience their customer would have.

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