

A PASSION FOR PACKAGING

# PREPARED FOODS

From frozen to dairy to center store, prepared foods generated sales of more than \$62 billion in the last year.<sup>1</sup>



<sup>1</sup>Nielsen, Total Consumer Report, June 2018

Consumers' desire for health, wellness and convenience are driving growth across the store. They are looking for visual clues – packaging that aligns with their preferences for natural ingredients and on-the-go lifestyle to help them make decisions at shelf.

Food brands must provide products and experiences that address consumers' evolving meal occasions and cravings for variety, novelty and authentic, healthy offerings.

As one of the largest packaging suppliers for the Food category, we have 40+ locations and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

We can help you source or design the right packaging for your needs.

Contact us at 800-325-7782 or email Emily Bourdet at [ebourdet@tricorbraun.com](mailto:ebourdet@tricorbraun.com) for more information.



## WHAT TRICORBRAUN CAN DO FOR YOU

### DREAM & DISCOVER



Lifestyle trends  
Brand objectives  
Purchase drivers  
Packaging format

### DEVELOP & SOURCE



Stock components  
Custom solutions  
Deco and labeling  
Supplier selection

### DISTRIBUTE & MANAGE



Global footprint  
Managed inventory  
Logistics and service  
Reduced complexity

### DELIGHTFUL EXPERIENCE



Quality assurance  
Speed-to-market  
Smarter solutions  
Limitless options

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CONSUMER BEHAVIORS & PACKAGING IMPLICATIONS

Eating on-the-go or skipping meals due to hectic schedules



Portable and lightweight  
Flexible  
Ergonomic

Eating alone or at one's desk due to fragmented meal times



Single-serve or right-sized  
Portion controlled  
Resealable

Choosing ingredients that aid in wellness (anti-inflammatory, mood-boosting, etc.)



Clean labeling  
Natural cues  
Minimalist graphics

Sharing of meal photos on social media



Photogenic  
Share-worthy

NOW TRENDING IN FOOD

- Interest in more **ethnic flavors** via sauces and seasonings
- **Increased snacking occasions** which call for easy, pre-portioned, healthier combinations
- **Consumers' confidence** in preparing gourmet meals at home prompting popularity of high-end ingredients
- Promoting ingredient provenance, naturalness and **authenticity**
- **Vegan-friendly** and plant-based recipes on the rise
- **Subscription-based** recipe kits go mainstream
- A focus on **textures** (jelly- or fruit-infused drinks, popping candy)

Sources: Mintel GNPD, GlobalData

Smarter Packaging Solutions

We simplify the development and procurement process to optimize your path to success. Whether your needs are stock or custom, short or long term, straightforward or complex, we work with flexibility toward the best integrated solution for you.

In a world of complexity, deadlines and budget constraints, we never lose sight of your brand objectives and the undeniable role that packaging plays in the success of new and refreshed products. This way you can remain focused on what's inside the package.

If you have questions about this brochure or our services, please call 800-325-7782 or email [ebourdet@tricorbraun.com](mailto:ebourdet@tricorbraun.com)

