

CATEGORY INSIGHT

FOOD & BEVERAGE

TricorBraun is one of the largest packaging suppliers for the Food & Beverage industry. We have 40+ locations and offer global expertise in sourcing, logistics, vendor managed inventory, warehousing and quality.

TricorBraun is your Packaging One-Stop Shop

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

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



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

A LOOK AT THE CATEGORY

CONSUMER BEHAVIORS

Personalized food and drinks (DNA dinners)



Circularity is the new sustainability



Healthy aging



Eat with my eyes



PACKAGING IMPLICATIONS

Customized "for me"
Unique labeling

Recyclability
Sustainable over entire product life cycle

Resealable
Portable
Senior-friendly

On-pack health claims
Instagram-worthy

NOW TRENDING IN FOOD & BEVERAGE

- Packaged food and drink that is tasty, but also fast (**premium grab-and-go**)
- More **snacking** occasions
- **High-tech services** offering food and beverages customized to consumers' tastes, nutritional needs or genes
- **Fresh vending machines** in non-traditional locations (airports and malls)
- **Online** meal shopping & delivery
- Promoting **ingredient provenance**, naturalness and authenticity
- **Plant-based** products on the rise
- **Clean** comfort food
- **"Foodie"**-inspired flavors



Let's get started.

Call 800-325-7782 or email marketing@tricorbraun.com

Sources: Mintel GNPD, GlobalData