

How Inline Plastics Stacks Up Foodservice Success

With the rise in demand for on-the-go food options at convenience stores, customers' expectations for secure and safe packaging have also soared. In our exclusive Q&A with Inline Plastics, discover how their innovative packaging solutions fit this bill, prioritizing foodservice safety and giving customers greater confidence in their choices.

Q: How crucial is packaging in providing guests an overall positive foodservice experience at convenience stores?

A: Customers buy with their eyes, which means that packaging is the most crucial aspect when providing a positive foodservice experience. Clear packaging is a fan favorite as customers can see exactly what they are in for, and they can pick out what looks good to them. Nobody wants a half empty package because it looks like someone either got into it, or they are getting ripped off. Inline Plastics is focused on quality and transparency as they want consumers to have the best experience possible. For those who want the same for their customers, Inline Plastics is the best wingman.

Q: Consumers' c-store foodservice purchasing habits have changed significantly in recent years. What packaging attributes are most urgently needed in today's market?

A: In today's food market, tamper protection technology is most urgently needed. Inline Plastics is known for their tamper-evident and tamper-resistant seal, ensuring that no one and nothing has reached the food before the consumer who purchased it. This seal is also leak resistant, guaranteeing no spills, just thrills! C-stores serve to provide convenience, so it is important that their products are consistent with that mission. Inline Plastics and convenience stores are a match made in heaven, and this is opportunity you don't want to miss.

Q: As the foodservice category grows in importance at c-stores, so does the need for food safety. What types of packaging can make customers feel more confident about their prepared food purchase?

A: Customers feel most confident about their prepared food purchases when they know the food was prepared with them in mind. Inline Plastics is the overprotective parent of consumers in this industry. Consumers are all they think about. Constantly. Inline Plastics' tamper protection technology consists of tamper-evident and tamper-resistant seals, guaranteeing customers that their food is as fresh as possible when consumed. No one wants food that has been touched by others. Inline Plastics' protection prevents anyone and anything from getting inside prior to eating. Our ventilation designs ensure that the foods that need to breathe can breathe, like a yoga class for produce, keeping the food at its peak. Customers stay confident when purchasing prepared food in Inline Plastics' packaging because they are interested in all the same things: freshness, safety, and quality. It's a food packaging love story!

Q: Has the rise of third-party delivery necessitated any changes in c-store foodservice packaging?

A: Third-party food delivery services are increasingly popular because who wants to pause the season finale of Presumed Innocent when they can have a burger delivered to their couch? To



ensure customer satisfaction and the perfect burger, c-store foodservice packaging has developed greatly, and Inline Plastics is part of that. When ordering a hot meal through third-party delivery, our Safe-T-Chef® leak resistant seal ensures that your burger juices don't leak out and you get the flavors you paid for. The tamper-evident and tamper-resistant seal provides confidence that no one got to consumer's burger before he/she did, while the resealable feature allows them to save the other half for later when the cliff hanger strikes and they need to stress eat. Safe-T-Chef® is also microwavable for when the burger needs to be reheated. Though if a burger is not their thing in times of stress, and they want something cold- that doesn't require microwaving- our Safe-T-Fresh® products feature all the same great benefits.

Q: What are the biggest missteps that convenience foodservice retailers must avoid when it comes to packaging?

A: Inline Plastics has positioned itself as a leader in convenience food packaging by addressing common frustrations, including the constant battle between consumers and plastic wrap. Inline Plastics produces all products with a user-friendly tear-strip that makes opening and resealing packages easy for everyone. With clear Safe-T-Fresh® and Safe-T-Chef® packaging, customers are provided with the convenience of transparency, allowing them to see what exactly is in the packaging while saving time not having to read labels. The tamper protection technology, including a leak resistant seal, assures all customers that the food has remained safe and fresh through the supply chain, eliminating concerns of contamination. By combining ease of use, visibility, and safety features, Inline Plastics offers a solution that avoids common missteps while aligning with the needs of modern convenience foodservice retailers and customers.

