



## Media Messaging

With all the material, product and recovery changes on the horizon for the foodservice packaging industry, it's an exciting time to be part of — and report on — the wide, wonderful world of packaging.

Currently, the top media questions the Foodservice Packaging Institute receives are:

- What are the current trends / state of the foodservice packaging industry?
- What new and innovative foodservice packaging is in development or in the market?
- How can foodservice packaging help drive sales for operators?
- What's the industry doing to get more foodservice packaging recycled or composted?

This document answers those questions and presents some story ideas that may be of interest to your readership.

### 1. The term “foodservice packaging” is pretty vague. What’s included and what does it mean?

- Foodservice packaging refers to single-use cups, containers, bags, wraps, cutlery, etc., used by restaurants and other establishments that offer prepared foods and beverages. These items, made from a variety of materials like paper, plastic and aluminum, allow foodservice operators to serve their customers in a sanitary, convenient and economical manner.

### 2. Why should the average foodservice operator give a darn about the packaging?

- Single-use foodservice packaging is **sanitary**. If properly stored and handled, it can minimize the opportunity for food contamination. In fact, the U.S. Food and Drug Administration supports the use of foodservice packaging for sanitary and health benefits, and even requires some operators to use single-use products in certain circumstances to reduce the risk of contamination. Learn more by downloading [FPI's Sanitation Guide](#).
- Guess what? It also **saves water and energy**. Single-use foodservice packaging saves operators the water, energy and detergents required to sanitize reusables. And, when faced with failures in dishwashing equipment, foodservice operators are mandated by the U.S. Food Code to use single-use products.



- It's **compact, nested and efficient**, requiring less storage than reusables. This is crucial when the “back of house” at a typical foodservice operation is getting smaller and smaller.
- It allows the consumer to have that same **in-store dining experience on the go**. Operators' carefully prepared food and beverages need to be protected and preserved.
- It helps with **branding**. More and more companies are recognizing that packaging is an extension of their brands. Given that so much leaves the store — roughly 75 percent of foodservice packaging leaves a typical quick-service restaurant through the drive-thru, carryout or delivery — that cup, container, box or bag can become a walking billboard.
- That's why we call it “**the sensible solution!**” For a comprehensive document that outlines all of these foodservice packaging benefits and more, download [FPI's Benefits Guide](#).

### 3. What resources does FPI offer to help foodservice operators select foodservice packaging?

- FPI's [Strategic Sourcing Guide](#) is a free guide that takes foodservice operators through the details to help organize their foodservice packaging purchase decisions — what's being packaged, the look and feel desired, annual volume and more.
- FPI's [Compliance Manual](#) is a compendium of regulations governing foodservice packaging products, plus other relevant regulations, standards, guidelines, recommendations and practices, including ones that may be requested by customers.
- FPI can help foodservice operators understand the difference between many environmentally focused terms often used in relation to foodservice packaging, such as “recyclable,” “compostable,” “renewable,” “biodegradable” and “sustainable,” just to name a few. Contact [Lynn Dyer](#) for an interview. Or, check out FPI's [Considerations in Making Environmental Claims](#).
- For regular industry news updates and the latest on single-use packaging products, foodservice operators can register for FPI's newsletter [Packaging Innovations & Insights](#).
- Please be sure to tell readers about FPI's free membership for foodservice operators, distributors and group purchasing organizations. More information may be found [here](#).

### 4. How does foodservice packaging support broader trends in the foodservice industry?

- For more than a century, foodservice packaging has helped protect public health and safely deliver foods at the appropriate temperatures. While the very reason for using single-use foodservice packaging has not — and will not — change, the packaging is always evolving to meet the shifting needs of restaurateurs and customers alike. Considering these evolving needs is what drives product innovation.

- What's on the horizon? The packaging industry always looks to the foodservice industry to determine how it can best support the changing demands / needs of consumers. For example, catering, delivery and "grab-and-go" food options now play a larger role in foodservice, so the packaging industry has had to come up with new products to meet these needs. See FPI's [Packaging Innovations & Insights](#) for more examples.
- Check out the results of FPI's annual State of the Industry Survey for more details, found in [FPI News & Media](#).
- Visit our [Resources](#) page to view the latest Trends Report highlighting the most recent industry trends and product offerings.

#### **5. What is the industry doing to get more foodservice packaging recycled or composted?**

- FPI's Paper Recovery Alliance, Plastics Recovery Group and Foam Recycling Coalition may not have the sexiest names, but they are supporting efforts to keep foodservice packaging out of landfills and give it a second life through recycling, composting and energy recovery. Check out FPI's Stewardship page, found [here](#), [www.recyclefsp.org](http://www.recyclefsp.org) and [www.recyclefoam.org](http://www.recyclefoam.org) to learn more.
- Be sure to visit FPI's [YouTube channel](#), which includes webinars and videos related to foodservice packaging recovery.