



The guide to providing an exceptional takeaway experience for your customers, each and every time.

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Hello friends!

During these unusual times, we just wanted to reach out to say that we think you are doing an amazing job! For the past 50 years, as a local business ourselves, Confoil have been privileged to work with so many fellow locals, supporting them in what they do best - making exceptional food.

Whether you run a cafe or a restaurant, a burger joint or a bakery, a boutique brewery or a winery, we know as well as you do that food is something that connects us all. We want to be there for you through every stage of your business and help you to continue to serve your customers well - regardless of the circumstances.

The truth is, when we look around, there is still a lot that we can do to manage the changes that have been placed upon us, and even see it as an opportunity to adapt our business models to become more robust.

Throughout our 50 years we have picked up a trick or two and we hope that this guide can be a useful and timely resource to creating exceptional customer experiences - each and every time to keep them coming back for more.



The Takeaway Experience is an Extension of your Dine In Experience

It can feel like a challenge to control the takeaway experience in the same way that you might a dine in experience, but there are some great ways that you can ensure your customers are still getting the gold standard at home.

1. A carefully curated menu of takeaway items that you know will transport well and that you know you can present well will help to ensure that you are providing your customers with a great experience at home and that they will not receive their food in a poor condition.
2. Food packaging is critical to a good food experience when the menu is to go. Select sturdy, easy to use packaging that will keep food insulated (such as foil, paperboard and pulp), with quality lids and seals to prevent leakage and that is beautifully presented. First impressions count.
3. Create a checklist system and train your staff who are packaging orders on the quality and presentation standards you have determined for your takeaway menu. Every person who works with you is a valuable cog in the wheel and can help you to deliver an exceptional in-home experience for your customers.

Bonus Tip!

Consider using Q Codes to add to your brand experience through packaging! This can link your customer to information such as cooking tips, the sustainability story of the food packaging or even the origins of the food they are about to consume!

Branded Packaging as an Opportunity to Create an Experience

The packaging you use to facilitate your takeaway menu can be so much more than just a functional covering to get from point a to point b – it can also be a great way to highlight and continue your brand experience to customers eating on the go, as well as an opportunity to intentionally create something that fits the needs of your product and showcases it beautifully at the same time.

The way that your food is presented is as important for your takeaway menu as it is for your dine in options. You only get one shot at a first impression! Remember that branding doesn't have to be complex or expensive. Even stamps and stickers can do a great job of presenting your brand and can work beautifully with our foil, Dualpak paperboard and pulp tray ranges.



The Element of Surprise

Think about the last time you received something extra or unexpected from a service experience. Maybe it was as simple as the barista greeting you by name and remembering how you like your coffee. When we think about it, we do this frequently as second nature in hospitality.

Extend this feeling of connection with your customers, even if they are not dining in by considering ways that you can surprise and delight them and add value to their experience at home. Little gestures can go a long way and make you memorable - because everyone likes to feel special and taken care of. You might like to prepare a hand written note from the chef to include in each order, or a wine pairing suggestion card. You could add fortune cookies with a card of thanks for supporting your business. The point is, it doesn't have to cost the earth, but it should be from the heart. Give a little love and you get it back.





Keep It Simple

Take a look at your customer experience for takeaway options as an outsider looking in. By reconsidering every touch point that a potential customer has with your business - from initial order to consuming their meal, you can get a very real birds-eye perspective of the experience you are actually providing vs what you think you might be providing.

Ordering and receiving your amazing food should be easy peasy lemon squeezy - otherwise you might be creating barriers for repeat patronage.

The number one way to make it easy is by keeping it simple and convenient for your customer - and your staff. Are you operating on your chosen home delivery service? Could you even mobilise your staff for home delivery that otherwise may have been on reduced hours with the current restrictions? Are your payment options simple? Is your food packaging for your takeaway menu practical, easy to use and keeping your food nice and hot? Could you extend yourself to provide other basics for delivery at the same time as your food service such as milk, bread and eggs? Now that's convenience!

When you break it down, its just about considering the ease of your customer, when you keep it simple, they will be more likely to return!

Fit For Purpose

Does your food fit your packaging, or does your packaging fit your food? It's an important question to consider and an important distinction to make when you are choosing the right packaging solutions for your takeaway menu. Your packaging should always be fit for your food and should provide the right properties to protect the integrity of what you are delivering - even in transit.

Carefully consider the materials you are selecting and how they perform to fit your needs. Order samples easily on our website to take our containers for a 'test drive' and use our website as a resource - each product page features an abundance of information around the materials we use to produce our trays and their properties.





Sustainable Packaging - Show Your Customers You Care

We all know that single-use plastic packaging has become one of the biggest environmental problems that we are facing globally. With predictions that by 2050 there will be more plastic in our oceans than fish. You've heard it before, and so have your customers. And people are really taking notice.

As business owners, we have a very important role to play in being part of the solution. Our customers and our communities at large look to business to help foster change, and it is certainly looked upon favourably by customers when a business leads the way and shows that they care about sustainability in the way that they operate, and especially the way that they package their food.

By choosing incredible packaging materials such as foil which is 100% recyclable and endlessly renewable (as well as highly practical for the delivery of food), pulp, which is 100% compostable or biodegradable and recyclable paperboard, you are not only showing your customers that you care, but providing an opportunity to educate. Why not pop a card in with your orders that explains the best practice and tips for disposing of the food packaging you use responsibly?



FOR MAKERS OF GOOD FOOD

How would it transform your business to have a local food-packaging manufacturer that you could rely on to inspire, offer consistency and be truly responsive to your needs?

Over the years, Confoil has been providing care, support and a product range as diverse as the needs of your business. We know your passion is creating good food, and our passion is by working with you to provide high quality food packaging.

Our humble local story has been standing proudly beside businesses just like yours and their food packaging needs over the years and we love getting to know the story behind each of our customers along the way.

Here at Confoil we are for the makers of good food, so let's create and inspire together!



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