



FLASH

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SUSTAINABILITY & TODAY'S CONSUMER:

WHAT MATTERS MOST?

Sustainability continues to be at the forefront of hot topics within our industry. It's nearly impossible to go a day or two without news related to our environment. Plastic bottles, bags, and straws continue to garner attention, leading companies to increasingly seek environmentally friendly alternatives. Similarly, a recent poll of US teens found that roughly one in four have taken part in some form of protest to advocate for change in climate policy. **The question: what matters most?**

This October, we launched an online study of over 400 consumers aged 18 – 54 to better understand what is on their minds when it comes to the planet. Do they care? Are they making lifestyle changes? Or, is it just the media?



25%
OF CONSUMERS ARE ATTEMPTING TO EAT A MORE VEGETARIAN-ORIENTED DIET

Survey results showed that the environment is clearly a concern, but habits often lag intentions. While 56% of consumers expressed concern about the impact of their behaviors on the environment, only 31% admit to changing their daily habits frequently to live more environmentally friendly lifestyles.

Recycling appears to be a top priority, with 52% preferring to do so over buying disposable items. Other food choices that are inherently planet-friendly are a bit slower to gain traction with mainstream consumers. Only 27% of those surveyed indicated that they seek out local and organic products as much as possible, or that they regularly seek

60%
OF MILLENNIALS EXPRESS CONCERN ABOUT THE IMPACT OF THEIR BEHAVIORS ON THE PLANET



27%
OF CONSUMERS FREQUENTLY SEEK OUT MILK ALTERNATIVES

out milk alternatives. Similarly, only 25% are attempting to eat less meat and follow a more vegetarian-oriented diet.

As for Millennials, they directionally express more concern for the environment than their elders, but only slightly so. Their food-seeking habits are also on-par with those of their 35 – 54 year-old counterparts.

Our opinion? While planet-friendly diet choices are important to some, they still have a long way to go before becoming the 'go-to' choice of the average consumer. Nevertheless, they are an important consideration for menu strategies for the future as these trends will likely continue to become more in demand as familiarity increases.

At KanPak, we continuously monitor our internal practices and work with suppliers to ensure that target goals are set, strived for, and monitored.

Today, we're working on film packaging variations that deliver significant reductions in the amount of materials used. Last year, we recycled 93% of our waste and have established a **goal of 95% for 2019**. Additionally, many of our suppliers provide us with bulk totes and plastic pallets that we return to them for re-use, further helping in efforts towards zero waste.

Recently, our parent company, Golden State Foods, appointed Wayne Morgan to the newly created position of President of Sustainability where he will oversee environmental practices for all GSF facilities. Wayne's team is currently spearheading a company-wide materiality assessment to establish targets to reduce greenhouse gas emissions. This assessment will identify top priorities where we can make a difference in our sustainability programs across the company.



GSF OPENS 9TH INNOVATION CENTER IN CHICAGO'S WEST LOOP



GSF's Innovation Centers provide an ideal environment

for quality experts, nutritionists, chefs, food scientists, and regulatory specialists to collaborate with customers on the development of new products in an inspiring, state-of-the-art setting. The team continuously tracks the latest consumer needs to develop on-trend, customized solutions for our customers. GSF's global manufacturing capabilities include liquid products (dressings, sauces, condiments), produce, protein products, dairy, and beverages.

- * 4,300-square-foot space
- * Won the People's Choice Award from the International Interior Design Association (IIDA)
- * Features product development workstations
- * Designed to be a food innovation hub as well as to replicate full-scale plant production systems for efficient commercialization



Being Smart About SMART TECHNOLOGIES

There is little doubt that smart technologies are here to stay, helping operators to more efficiently and consistently manage back- and front-of-house operations. The trick lies in not letting these technologies outsmart their creators.

THE CHALLENGE

If employees are not well-versed on these new systems, even the most impressive technologies can disappoint. Making sure employees are well-trained on their use is critical to a successful program. Furthermore, training should be considered an on-going process: re-educating employees throughout the year and implementing a strong on-boarding process for new employees will help to ensure a more successful outcome.

According to Art McFarren, Vice President of KanPak's Dispenser Group, restaurateurs can expect to enjoy the benefits of advanced technologies in three key areas:

- 1) Increasing the speed of service for guests
- 2) Simplifying equipment use for employees
- 3) Collecting transaction data for future targeted marketing efforts



“There’s a misconception that if you adopt smart solutions without a strategy, they just work. **That’s not the case. Technology needs to be planned and tested, then implemented and made available for employees to practice on.**”

– Art McFarren, Vice President of KanPak’s Dispenser Group

THE SOLUTIONS

Mobile ordering, mobile pay, automation, and artificial intelligence can all be leveraged to deliver the ultimate result: a more satisfied, delighted guest. Consider, for example, the potential benefits these solutions offer:

- ✓ **Increased monitoring capabilities and remote access to kitchen systems which enable operators to quickly respond to challenges as they arise.**
- ✓ **Better communication across multiple units: imagine employees being able to proactively share problem solutions, new recipes, or LTOs across the brand.**
- ✓ **Quick access to reference materials via touchscreen tablets in the kitchen, providing chefs with resources at their fingertips as well as the ability to notify staff of necessary food changes.**
- ✓ **Automated platforms that take the guesswork out of complex back-of-house equipment, helping to reduce cost, improve consistency, and mitigate labor challenges.**

While smart technologies clearly offer multiple benefits, the key is to match the solutions with the individual needs of your operation. An effective and thoroughly planned strategy is a must to avoid pitfalls and ensure the best result from these emerging technologies.



Call or email today and find out how KanPak can help drive your beverage and dessert business and profitability!

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