

Learn to Sell Folding Boxes to Food & Beverage Businesses

The food and beverage (F&B) industry has seen rapid growth in recent years. For example, in the United States, the sector reached **\$850.2 billion in 2020**, up from \$687.4 billion in 2015. Much of the industry is made up of people ordering takeout, and around **60% of customers** in the US will order a takeaway at least once a week. The demand for takeout soared during the pandemic, and many people have since become used to ordering food from outside. The F&B industry also includes other types of businesses, such as companies that produce frozen foods, breweries and distilleries, specialty food manufacturers, and more. Their products are often sold in stores or delivered to their customers, meaning product packaging is needed.

However, the product packaging that the F&B industry uses needs to meet criteria that other types of packaging doesn't. For example, the packaging may need to prevent spills, while the materials used must be safe to use with food.

How to Reach F&B Businesses

F&B businesses tend to make themselves as visible as possible, making them easy to find. All you need is a quick Google search, and you will find whole lists of such companies. Online directories will also give you extensive lists of F&B companies, making it easy to find what you need on the internet.

The F&B industry uses a variety of packaging, depending on the nature of the product in question. The edible product will directly contact the packaging in some cases, meaning food-grade packaging is needed. Other packaging types might contain edibles in bottles or similar, so food-grade packaging isn't required.

Reaching F&B businesses is usually easy to do, especially considering they actively encourage people to find contact, and there are various ways to reach them.

Calling

Thanks to directories and other sources, you can call many F&V businesses directly. However, it's important to remember that people taking orders are probably not the right people to speak with, but you can still ask for the details of the people you need to speak with.

Social Media

One of the most effective and most convenient ways to get in touch with F&B businesses is through their social media channels. Not only do these channels help make it easier for you to reach out to the right people, but they can also help you learn more about their products. This knowledge will help you prepare a pitch to help you get the sale.

Directories

As mentioned above, you will find extensive directories that give you the contact details of hundreds, even thousands, of F&B businesses. Such directories will help you get in touch with many businesses, boosting your chances of getting sales.

Meet in Person

Another way to reach F&B businesses is to approach them in person. Many company owners or senior managers will be working on their business premises, meaning you get to speak with the decision makers face to face.

Types of Boxes Used by F&B Businesses

The F&B industry uses various types of boxes, and some of the most common types include the following:

Chinese Takeout Boxes

Chinese takeout boxes, also known as oyster pails, are used to hold a wide range of meals. These boxes are usually made from paper or cardboard and are typically waxed or plastic coated to help prevent leaks even when liquids are present.

Beverage Carriers

Beverage carriers are not typically used to contain beverages directly. Instead, they are usually used to hold the bottle or plastic or paper cups beverages come in. Some beverage carriers need to make it easier for people to carry hot or cold beverages without discomfort. Some types will also need to offer aesthetic appeal to help draw people to them when stacked on shelves.

Specific Sell Techniques That Work With F&B Businesses

When selling to F&B businesses, it's essential to understand their requirements. You will need to understand the necessity of using only non-toxic products with many types and understand the effect of food on the packaging. It's also important to bear in mind how the boxes are used by F&B businesses and their customers, while branding is another consideration.

The team at SinaLite will be more than happy to help you design the folding boxes that your F&B clients need. With our know-how in the industry, we will create and deliver boxes that will help your company benefit from the sector.