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PIZZA PACKAGING OPTIONS

Every Purchasing Manager in the pizza business is tasked with buying the most cost effective packaging for their growing takeout and delivery pizzas. There are numerous options available. The Pizza Box is the most effective way to safely transport pizza from the oven to the home or workplace.

Paper prices have risen many times or more than 50% the past last years. These costs are passed on to your company. Paper mills will continue to shut down capacity to support higher paper costs. What are your options? First, you must review all your packaging options.

Pizzas lose heat and freshness rapidly sitting in the pizza box. The pizza box is not an efficient insulator. Heat is transferred from the hot pizza crust to the flat paper surface. The greater the surface area of contact, the faster heat is lost from the pizza. When the hot pizza crust sits on the flat surface of a pizza circle, a flat paper or against the flat surface of a pizza box, heat is lost more rapidly. So rigid, fluted liners reduce surface contact significantly, while also adding a trapped air pocket under the pizza circle, a flat paper or against the flat surface of a pizza box, heat is lost more rapidly. Most delivery pizzas must be delivered quickly (normally 30 minutes) after the pizza leaves the oven to arrive as fresh and tasty as possible. The keys to a fresh tasting Pizza are the temperature, ingredients (toppings), the dough, and the crust. If you have worked for years to perfect your pizza, why wouldn't you want your customers to have the best taste experience available with your pizzas?

If a delivery pizza customer has a bad experience, they might not come back. When a delivery pizza arrives too cold, customers use a microwave to heat it back up. Most dissatisfied customers don't complain to the restaurant, they complain to their friends and family through social media. Thankfully, good experiences are also communicated. You need a product that does what is designed to do. So corrugated packaging will improve your customers' pizza experience by keeping your pizzas hotter and fresher. The ribbed flutes of the package are rigid and won't collapse under your pizza. The air pocket created under the pizza acts as an insulator, reduces heat loss and keeps your pizza fresh and tasty. The pizza sits on top of the rigid flutes. The excess oils remain in the liner and the Pizza Box!

The enterprise designed new packaging to be the most effective, innovative pizza packaging product available. Heat loss will be significantly reduced. Customers will notice the change. Every client that has switched to new pizza box has continued to purchase them.