

> **gourmet**

On-the-Go Food and Beverage



Photo: Courtesy of Lifetime Brands. 800.252.3390.
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Consumers who want to save money by taking on-the-go food and beverage containers will be looking for unique ways to personalize their food and drink.



Consumers are becoming increasingly concerned with not only what ingredients their food contains, but also how fresh it is. Seventy percent of consumers said that saving money is most important when it comes to improving their current economic situation in a report from Mintel. Furthermore, the NPD Group predicts that meals prepared and eaten in-home will grow over the next five years. As ordering in, preparing food from pre-packaged kits and saving money become trends over the next year, on-the-go food and beverage containers are more important than ever for shoppers looking to cut costs.

Choosing Health Over Convenience

Consumers are all about convenience, but not at the cost of their health. Sixty-four percent of Americans said feeling better was a reason they managed their health, with 24 percent citing saving money as another reason, according to Mintel. Avoiding easier drive-through windows and sugar-loaded options will see consumers opting for food and beverage containers that travel with them for lunchtime and hold them accountable to make healthier options.

These days, the likes of tupperware are much more advanced than ever before, keeping in mind today's consumer and their needs. Food-to-go containers offer solutions to everyday problems, like how to store salad dressing separately from the salad, or how to store multiple snacks in one container, without mixing them. Other convenient innovations include a spot in the lid for a fork or spoon, so that it's never forgotten.

Basic containers with just one compartment are out and containers that can be rearranged or have multiple combinations to maximize storage will become more popular as shoppers look to store leftovers for lunch.

Personally on the Go

Reusable coffee cups and lunchboxes with personalization have long been a staple for beverage and food containers. This will continue to be the case, but consumers are looking to personalize to their stomachs, too.

Water bottles that include infusers so consumers can personalize water with their favorite mixtures of fruit will appeal to those looking to stay healthy while creating their own cost-saving beverages.

Smaller, miniature food containers to hold condiments and even spices recreate the personalized subscription meals shoppers made the night before and minimize any chance for a mess.