



# FOOD

## Product Trends & Packaging Solutions



# Packaging Crafted for Every Eating Experience

The food we eat and cook with are more than just about flavor, they're expressions of feeling, values, and creativity. What better way to capture your brand's vision than through packaging that speaks as boldly as your product? At TricorBraun, we specialize in food packaging, offering solutions for everything from snacking, soups, condiments and seasonings.

Whether it's single-serve or bulk format, rigid or flexible, we offer a comprehensive range of packaging options to fit your vision and budget. Our packaging not only protects your product but also creates a meaningful connection with consumers, ensuring your brand stands out in a competitive market.

With our expertise, we'll help you find the perfect packaging solution that combines functionality with creativity. Why settle for ordinary when you can elevate your brand with extraordinary packaging?

**Let TricorBraun take your packaging to the next level.**



## 01. Meet Your Food Consumers

Learn about the different types of beverage consumer and how to reach them with packaging.

## 02. Navigating Consumer Needs

From emerging to established brands, we have the knowledge and resources to deliver top-quality packaging.



## 03. Market Trends & Packaging Implications

Explore today's trending food packaging formats.

## 04. We're Here to Help

We offer packaging solutions that meet your brand's requirements while enhancing the consumer experience.



# Meet Your Food Consumers

Consumers are drawn to packaging that reflects their values and preferences, seeking products that align with their interests in health, sustainability, and innovation. To stand out, food brands must offer packaging that resonates with desires for wellness, value, indulgence and personalization. By understanding your consumers' lifestyles and preferences, you can create packaging that engages them and meets their evolving needs and expectations.

## The Statement Makers

This consumer seeks out premium food and grocery experiences that offer both indulgence and a sense of well-being. They're looking for products that are decadent and convenient, but also align with their health goals.

### WHAT DO THEY VALUE?

Luxury, indulgence, emotional connection, wellness

### WHAT ARE THEY BUYING?

High-end, gourmet food and beverages with an edge toward wellness

### HOW IS IT PACKAGED?

Premium packaging like glass jars or custom bottles, unique graphics, and branding that expresses individuality



TricorBraun Success Story  
Villa Magna

## Playful Disruptors

These adventurous consumers seek out bold flavors, playful experiences, and convenient alternatives over traditional formats, prioritizing personal enjoyment over the status quo or rigid consumption norms.

### WHAT DO THEY VALUE?

Novelty, experimentation, playfulness

### WHAT ARE THEY BUYING?

Limited-edition flavors, unusual ingredients, and unconventional formats like snackable meals

### HOW IS IT PACKAGED?

Eye-catching and playful designs, inclusive features, lightweight and resealable formats



TricorBraun Success Stories  
Mamzells  
Ferrara Candy Co.

## Mealtime Optimizers

This consumer takes a proactive approach to their health and wellness, tailoring their diet to their specific needs. They're looking for products that are customizable and provide clear nutritional information.

### WHAT DO THEY VALUE?

Personalization, clean ingredients, targeted solutions

### WHAT ARE THEY BUYING?

Functional foods and beverages that address specific health concerns (ex: weight loss, hormone management, sleep health)

### HOW IS IT PACKAGED?

Clear, concise labeling with detailed nutritional information and single-serving formats or customizable portions



TricorBraun Success Story  
Goodvibes Juice Co.



TricorBraun Success Story  
JUST Ranch

## The Eco-Pragmatics

This consumer seeks affordable, sustainable products from ethically sourced, eco-friendly, and socially responsible brands. While ESG claims are expected, unclear or missing claims can be a deal-breaker.

### WHAT DO THEY VALUE?

Sustainability, social responsibility, inclusivity

### WHAT ARE THEY BUYING?

Organic, fair-trade, and locally sourced food and beverages, often packaged in recyclable or compostable materials

### HOW IS IT PACKAGED?

Easily recyclable materials, plastic alternatives, lightweight or refillable formats, and clearly defined ESG claims

# Navigating Consumer Needs

The future of food in CPG will rely on a brand's ability to deliver personalization, sustainability, and meaningful connections with consumers. By anticipating evolving needs and emerging trends, brands can stay ahead with innovative products and packaging that offer the engaging, tailored experiences today's consumers crave.



Product images: Trader Joe's, Bloom Nutrition, Peterson Farms, Villa Magna, Twang

# Trends in Condiments & Sauces

## DRESSINGS, DRIZZLES, AND DIPS

Consumers rely on condiments and sauces to elevate the flavor of their dishes, and today's younger consumers are especially drawn to brands that use packaging to enhance their experience. From easy-to-squeeze formats that make drizzling and dressing effortless, to ultra-premium designs that exude the elegance of luxury spirits or fragrances—the **secret sauce isn't just the flavor, it's the packaging.**



Playful, illustrative graphics

Bold, vibrant branding

Images: Bezi Labneh, Fabalish, Cloud23, Maazah



Dippable jar



Premium custom glass bottle



**Bowl Cut** is a modern Asian-American brand that blends nostalgic flavors with a fresh, playful approach. Its squeezable bottle features a flip-top dispensing closure that makes targeted application and clean resealing a breeze.



**Sunny Tahini** reimagines tahini with a fresh, contemporary twist that emphasizes quality and versatility. The tahini is packaged in a tub for use as a dip, a sauce, or a spread and features bright, minimalist branding, using warm, inviting colors to convey a sense of natural goodness.



**Thicc Sauce** is known for its bold, experimental hot sauces and frequent collaborations with craft breweries or local artists to create unique, limited-edition flavors. Sealed with a wax drip reminiscent of high-end spirits, its packaging features a chaotic, psychedelic design that commands attention on the shelf.



**Fly By Jing** redefines Chinese pantry staples with premium ingredients and a modern cultural narrative inspired by the founder "not traditional, but personal" experiences. Its sleek glass jar, accented with bold typography and powerful color scheme, exudes a high-end, globally-inspired appeal.



**Cabi** is a high-end Japanese-inspired pantry brand focused on umami-rich flavors. Its yuzu vinegar and sauces come in elegantly designed glass bottles with clean typography and minimalist labels that highlight its artisanal nature.



**Ayoh! Foods** brings a playful, flavor-packed approach to condiments with a nod to nostalgic sandwich culture. The sauce is packaged in a convenient squeezable bottle, featuring bold, lively typography and vibrant colors, making it feel fun, modern, and crave worthy.

# Trends in Vinegars & Oils

## INFUSIONS, FINISHES, AND FATS

Cooking oils and vinegars are evolving to offer more specialized options as consumers seek products that provide greater flexibility in the kitchen. From high-heat formulas and flavor-infused blends to precision drizzles and eco-friendly refillable solutions, packaging innovations focus on enhancing convenience and versatility. Across the industry, brands are incorporating bold, vibrant graphics that bring energy to their products, **transforming the kitchen into a space of creativity, joy, and celebration.**



Whimsical characters



Hand-drawn art



Aluminum bottles provide ease of recycling



Convenient re-sealable tub

Images: Yiyia and Friends, Tart Vinegar, Zero Acre, Chosen Foods



**Dinner Drug** brings a rebellious, design-forward edge to pantry staples, infusing everyday ingredients with a sense of underground cool. The olive oil is packaged in a novel aluminum canister and paired with a balance of modern and classic typography, creating a nostalgic aesthetic that feels minimal yet striking.



**Flamingo Estate** is known for its luxurious, garden-to-table ethos, celebrating seasonal ingredients with an elevated, farm-driven aesthetic. Its vinegar comes in a heavy weight premium spirits glass bottle with a simple yet refined label, evoking a sense of rustic elegance.



**Algae Cooking Club** blends sustainability with culinary creativity, crafting a chili oil that celebrates plant-based innovation. Housed in a translucent squeeze bottle that highlights the vibrant oil inside, its minimalist, apothecary-inspired design exudes a modern aesthetic with a subtle nod to wellness culture.



**Branche** embodies a refined, chef-driven approach to olive oil, focusing on purity and premium sourcing. Encased in a matte-finish glass bottle with subtle embossing and a delicate, earth-toned label, its packaging radiates understated sophistication.



Inspired by the beloved NYC Italian-American restaurant, **Rubirosa's** olive oil extends its heritage of rich flavors and authenticity. Its tall, vintage-style tin canister is adorned with old-world typography and warm, nostalgic colors, reinforcing its deep-rooted connection to classic Italian cuisine.



**Graza** reinvents olive oil with a playful, functional approach, emphasizing freshness and everyday use. Its signature squeeze bottle, designed for easy drizzling, pairs with a sustainable refill system using aluminum cans, blending convenience with a vibrant, contemporary aesthetic.

# Trends in Snacking

## JELLIES, BITES, AND CHEWS

Snackification trends continue to reshape food culture, driving innovation in products and packaging as consumers seek more convenient ways to enjoy meals wherever they are. In response, brands are offering snacks that deliver more nutrition, indulgence, and joy in perfectly sized packages. Flexible packaging, such as pouches and films, takes the lead with single-serve formats that cater to on-the-go lifestyles. While sustainable materials, regenerative practices, and **modern design language elevates the brand identity to an art form consumers can't help but show off.**

Pop culture references and playful marketing



Custom typefaces convey personality and authenticity



Images: Good Girl Snacks, Dirtbag Bar, Mezete Hummus, Helena's Hummus



Alternative packaging formats to improve dispensing



Bobabam makes fresh bubble tea possible at home by brining café-quality instant boba to the freezer aisle. Packaged in a colorful, box with bold typography and fun illustrations, its design leans into a vibrant, youthful aesthetic that makes DIY boba feel exciting and accessible.



Amazi champions sustainability and mindful snacking with its naturally sweet, chewy jackfruit bites sourced directly from Ugandan farmers. Its vibrant, pattern-forward flexible packaging blends bold tropical colors with clean, modern typography, creating a standout shelf presence that feels energetic and approachable.



Dally reinvents snacking with plant-based konjac jellies that are low-calorie, gut-friendly, and fun to eat. Its slim, single-serve spouted pouches feature a minimalist, modern design with soft pastel hues, reinforcing its light, refreshing, and health-conscious appeal.



**NOSTALGIC PB&J FLAVOR**

Smash Foods reimagines nostalgic flavors with better-for-you snack bites that combine the classic taste of peanut butter and jelly with a chocolatey crunch. Its playful, color-blocked pouch design leans into a bold, modern aesthetic, evoking childhood comfort with a grown-up twist.



Bake Dreams elevates granola with a crunchy, nutrient-packed snack designed for on-the-go energy. Packaged in a resealable pouch with warm, inviting colors and artisanal-style typography, its branding balances wholesome, homemade charm with a modern, grab-and-go convenience.



Fage brings an indulgent touch to Greek yogurt with its luxurious stracciatella flavor, blending rich chocolate shavings into its signature creamy texture. Housed in a sleek, single-serve yogurt cup with elegant, European-inspired typography, its packaging emphasizes premium quality while maintaining Fage's iconic, clean branding.



# We're Here to Help

With so much growth and so much going on in the food category, it's important to stand out. Selecting the right type of packaging to protect and preserve your product and leveraging your brand and graphics to help your package stand out is essential if you want to gain market share.

At TricorBraun, we develop packaging solutions that help customers win consumer trust and business by leveraging our robust global supply chain to provide high-quality, cost-effective packaging solutions. We operate from more than 100 locations across the Americas, Asia, Europe, and Australia—and our over 2,000 team members have expertise in sourcing, logistics, quality, vendor-managed inventory, and warehousing. Whether your goals are stock or custom, short term or long term, straightforward or complex, we work with flexibility toward the best integrated solution for your needs.

Let's get started. Email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com)



Award-Winning Design & Engineering Capabilities



Global Procurement Scale



End-to-End Logistics Management



Intense Focus on Quality



Relentless Support & Expertise



Action-Driven Commitment to ESG



Email us at [marketing@tricorbraun.com](mailto:marketing@tricorbraun.com) to get started on your packaging solution today.

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