



### *Why do you need to offer grab and go solutions?*

This trend is here to stay and it is time to change or adapt in order to capture your market share. The Grab & Go Meal Kit food market has exploded over the years and is projected to grow to \$36 billion by 2025 according to a Coca-Cola Company article.

Grab & Go food offerings are not limited to grocery stores; even restaurants are providing these type of solutions with vending machines or refrigeration coolers filled with grab & go foods convenient for the time-crunched consumer. This trend is also showing up in gas stations, convenience stores, drug stores, airports and hotels.

Presentation is vital. Create the perfect label that will stand out and select the right packaging. Add pertinent information to your product; like clean labels with more nutritional education; highlight local ingredients used; or drive customers to your website using QR codes for recipes or meal kit promotions. Then make the display appealing and place in a convenient location.

Lastly, cater to your audience with price point and meal kit ingredient labels and always include clear, easy cooking instructions, along with highlighting special details of flavors, promotional offers, nutritional facts, fresh and local.

Capture your market share in the Grab & Go or Meal Kit trend now. Bollin Label Systems will assist you with brand label design for your packaging with capabilities and quality printing proven successful to our customers throughout the United States and for over 50 years.. Contact an account manager by phone: **800.882.5104** or by email: [sales@bollin.com](mailto:sales@bollin.com). For our in stock Grab & Go label solutions, shop online: <https://www.supermarketlabels.com/>

