

Why Boxes - Improving the Delivery Experience



At Krispy Krunchy Chicken, we're committed to providing the highest quality food experience for our guests. To further enhance food quality and ensure a consistently excellent delivery experience, our team is guiding a transition to using boxes for third-party delivery packaging instead of trays.

HERE'S WHY...

Superior Food Quality

Boxes better insulate food items, locking in temperature and preserving moisture content. This prevents premature cooling/drying, ensuring meals reach guests tasting fresher and more flavorful.



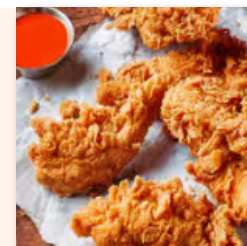
Increased Food Safety

Enclosed boxes limit exposure to potential contaminants during transit, providing an extra layer of protection for your chicken.



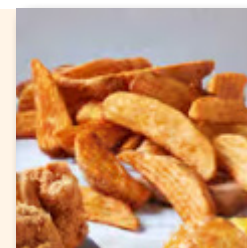
Guest Satisfaction

Delivering high-quality chicken in excellent condition directly contributes to guest satisfaction, brand loyalty, and potential for repeat business growth.



Improved Order Accuracy

Boxes allow for clear separation of items, reducing mix-ups and ensure each order arrives correctly to the guest.



We understand this packaging change comes with operational adjustments. However, we are here to support you through training, a new Packaging for Profit job aid, and open communication to make this transition as smooth as possible for your store.

Please let us know if you have any other questions or concerns. We're excited to implement this improved packaging solution across our network of valued stores.

FRESHLY MADE, PERFECTLY CAJUN