

UNIFLEX™

Packaging Solutions That Perform

Uniflex Case Study: A Menu Must-Have – Wax Tissue Paper

What do millennials do when they're out to eat and served a beautiful plate of food? They photograph it and upload to their social media accounts! Are your foodservice clients taking advantage of this by including their logo on those beautiful platters?

Here are some fun facts about social media & the foodservice industry:

- 84% of millennials say that user-generated content (peer review or photos) influences what they buy
- According to Zagat, 1 in 5 people will post a photo of their food on social media
- Custom foodservice tissue/paper has surpassed bags as the most important custom packaging component because of social media and photo sharing!



A picture is worth a thousand words! Make sure the photos of your food shared on social media help build your brand recognition. Custom wax tissue paper is a low-cost, high-return marketing effort!