

## Project Mix & Match

Following the rise of food delivery services, quick, user-friendly ordering has become a large source of revenue for convenience stores. In order to provide consumers with a meal delivery program that allows for customization of different fresh, hot foods from 7-Eleven®, our team designed “Project Mix & Match.” The design allows for customization on food orders, with many of the designs easily interchangeable based on the size of the product. The brand identity is located throughout the design, with colors, fonts, and graphics all being trademarks of 7-Eleven Inc®.

“Project Mix & Match” is user-friendly and convenience-oriented, designed with the in-store employee, delivery driver, and consumer in mind. The cubic nature of the corrugated basket makes it easy to pack. Additionally there are only four box styles that serve as the primary packages. These four primary containers allow for multiple different food items of similar size to fit in the same size box, allowing the employee packing the order to efficiently choose a box style. Graphically the “Project Mix & Match” design is streamlined, highlighting 7-Eleven’s branding while not limiting the employee to what can go inside.

Multiple baskets can fit in a driver's car as the product is cube efficient. “Project Mix & Match” can be placed anywhere in the car: on a seat, on the floor, or the trunk, and when delivering multiple baskets, the driver can stack them. The handle on the basket makes it convenient to hold in one hand, and allows for the capability of holding multiple items. The handle also allows for an easy transition into the hands of the consumer.

The tamper evident seals gives the consumer the convenience of knowing their food is safe to eat, as well as indicating if the order was opened before their possession. Because of the corrugated material used in the primary and secondary packaging, the customer can expect their food to stay warm during transit and delivery. Inside the baskets, all of the products are placed in a tray that can be taken out of the box and used as a plate, making it easy to eat anywhere, anytime. All of the packaging is 100% recyclable, so once everything has been eaten, all of the packaging can be placed back into the basket, and Project Mix & Match” easily goes into the recycling bin.

The bulk of the design of “Project Mix & Match” uses 100% recycled pulp corrugated board, certified by the Sustainable Forestry Initiative, accompanied by the Big Gulp® cup, a polymer based container that uses a thin layer of plastic to reduce the amount of plastic in the design. This focus on environmentally responsible materials aligns with 7-Eleven’s commitment to using eco-friendly packaging, as well as helping the company to reach its emission reduction goals. In addition, this design uses water based inks that don’t take up the whole panel of the box, reducing the amount of pigments for recycling.