

7-Eleven Meal Deal

Our delivery service packaging system is designed to optimize convenience, efficiency, and comfort at every stage of handling. From store employees packaging the food, delivery drivers transporting orders, and consumers receiving their meals, our design ensures a seamless experience for all stakeholders. The meal deal can be fully assembled within 30 seconds and is intuitive for anyone working the counter. Delivery drivers can confidently ensure that food reaches consumers safely without worrying about spillage or maintaining food integrity during transport, as our packaging system is designed to securely hold the food throughout the journey.

For consumers, each primary pack provides innovative solutions, including:

- **Tray:** Folds flat for easy storage and quick assembly.
- **Handling Sleeve:** Slides on easily and is secured with a sticker.
- **Pizza Box:** Can be opened from the top to grab the pizza by the crust or can be turned into a plate.
- **Wings Box:** Doubles as a plate for added convenience.
- **Taquitos Box:** Designed for easy filling and comfortable holding.
- **Drink Holder:** Keeps beverages secure during transport.
- **Stickers:** Provide a tamper evident seal for each product as required by delivery services

Throughout our development process, we prioritized space efficiency, ease of assembly, and sustainability. Our stackable, flat-packed design saves space while ensuring quick and efficient assembly. By incorporating **Solid Bleached Sulfate (SBS) and Bleached White Kraft E-Flute**, we are reducing the use of non-recyclable materials and promoting sustainability.

Our packaging design ultimately provides several key benefits. Employees can assemble the packaging quickly, leading to faster service and improved workflow efficiency. The space-saving design optimizes storage areas, reducing clutter and simplifying inventory management. Additionally, the streamlined store-to-home delivery process enhances the overall customer experience by offering a functional and visually appealing meal package.

By focusing on speed and space efficiency, our packaging solution directly addresses the challenges faced in a high-traffic convenience store environment like 7-Eleven. It simplifies operations for employees, maximizes storage potential, and ensures a seamless experience for both delivery drivers and consumers. Our innovative approach aligns with 7-Eleven's fast-paced food convenience service, making it a valuable addition to their food packaging lineup and goal to increase their presence in the food delivery service industry.