

CASE STUDY FOCUS: DESIGN & DEVELOPMENT

## “Schmear” Campaign Delivers Results – Creative New Packaging Helps Bagel Maker Increase Efficiencies and Reduce Costs

A redesigned bagel bucket with unique side loading inserts helps Einstein Bros. Bagels save money, boost efficiency, lower its carbon footprint and creatively showcase its bagels and schmear (cream cheese).



### Challenge

Einstein Noah Restaurant Group, the company behind Einstein Bros. Bagels, Noah's New York Bagels, Kettleman Bagel and Manhattan Bagel, is the largest bagel shop operator in the United States. Its flagship chain, Einstein Bros. Bagels, offers fresh-made bagels, coffee, pastries, salads and sandwiches at more than 625 locations across the country.

Einstein needed a new sustainable box to hold its bagels and schmear that would make loading the box easier and more efficient so orders could be processed more quickly for customers. Prior to the package redesign, customers would select pre-filled closed buckets of bagels and then add package(s) of schmear. Retail crew members would open the buckets, insert a paper liner on top of the bagels, lay the package(s) of schmear on top of the paper and then reclose the boxes.

### Solution

Einstein Bros. Bagels sought help from HAVI, a global leader in packaging solutions with expertise in the quick service restaurant (QSR) and foodservice markets.

The HAVI team designed a bagel bucket with unique built-in side-loading inserts intended to hold two packages of schmear. The inserts speed up operations by allowing the crew to drop the schmears directly into the side inserts of a filled bucket (which holds 13 bagels) without having to reopen and reclose it. The new bucket also eliminated the paper liner that used to separate the tub(s) of schmear and the bagels.

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To further aid retail crews and increase efficiency, the bucket features an intuitive closure and can be pre-constructed and stacked for space savings at restaurant preparation areas. HAVI also redesigned the interlocking handle so it would be more ergonomic for customers to hold and performed handle jolt and weight holding testing, as well as in-market testing, to ensure maximum protection and performance of the new packaging.

The team proposed uncoated Kraft substrate for the bucket based on its renewability, natural unbleached appearance and printability characteristics. The natural Kraft look also fits within the brand’s existing materials and aligned with the fresh baked goods the bucket contains. The packaging is 100 percent recyclable and ships flat to maximize pallet and truck space.

### Benefits

- **Cost savings** – By redesigning its grab-and-go bagel buckets and incorporating unique side inserts to hold cream cheese tubs, HAVI enabled Einstein to replace two bags, eliminate a paper liner and reduce total weight of the package from 22pt to 20pt, saving the company \$400,000 to \$500,000 in total packaging costs.
- **Sustainability** – HAVI helped Einstein reduce the overall carbon footprint of its product by reducing the board weight and designing the bucket to ship flat for greater pallet and truck utilization. The bucket also is made from 100 percent renewable materials and is 100 percent recyclable.
- **Efficiency** – HAVI helped Einstein streamline operations in its restaurants and reduce the amount of time the customer has to wait for an order to be filled. The package can be pre-erected and nested before filling for even greater speed and economy of space in restaurant prep areas.



HAVI is a global, privately owned company focused on innovating, optimizing and managing the supply chains of leading brands. Offering services in supply chain management, packaging, logistics and recycling & waste, HAVI partners with companies to address challenges big and small across the supply chain, from commodity to customer. Founded in 1974, HAVI employs more than 9,000 people and serves customers in more than 100 countries. HAVI’s supply chain services are complemented by the customer engagement services offered by our affiliated company The Marketing Store. For more information, please visit [HAVI.com](http://HAVI.com).

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