



POSITION YOUR BUSINESS FOR SUCCESS IN GROWING **HOME DELIVERY** MARKET

As a result of COVID-19, the adoption of grocery and meal kit delivery services has rapidly increased and the online grocery delivery and pickup market is five times larger than a year ago.

Whether you want to get your home delivery service off the ground or need to expand, there are four key things to consider:

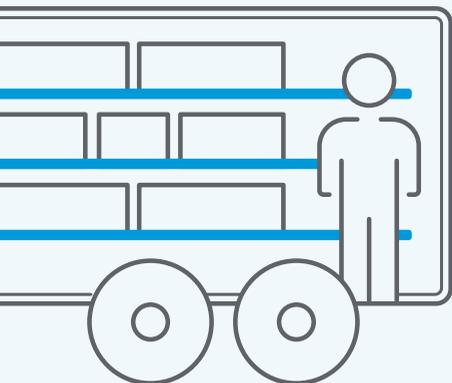
- Vehicle selection, insulation, and shelving
- Refrigeration unit selection
- Food safety best practices
- Technology advances

The number of active home delivery customers has grown from

16.1M in 2019 to **37.5M** in 2020*

The number of online grocery delivery & pickup numbers has increased from

16.1M in 2019 to **59.5M** in 2020*



Vehicle Selection, Insulation, and Shelving

These selections are vital to your business.

1. **Vehicle size.** Determine weight and volume of products, number of deliveries per day, and ease of parking or maneuvering during delivery.
2. **Insulation.** Type and thickness should be based on the products being hauled.
3. **Shelving.** When upfitting your vehicle, consider the importance of storing products properly and ease of loading and unloading.

Refrigeration Unit Selection

Not every refrigeration unit will work well for every application. Having the unit with the right capabilities on your delivery vehicle will ensure safe, on-time delivery.

Food Safety Best Practices

When it comes to home delivery, the safe transportation of refrigerated foods is of the highest priority.

Here are some areas where best practices should be followed:

- **Packaging and staging**
- **Proper airflow**
- **Pre-cooling the vehicle**
- **Delivery procedures**
- **Telematics for temp monitoring and compliance**

Each year,
1 in **6**
people in the US
get sick from food
borne illnesses**



Home Delivery and the Future

As more consumers move toward the adoption of home delivery services, Thermo King has products and services that can help you safely transport products throughout the cold chain.



LONG HAUL

Precedent® Series • SLXi Series
Temperatures: -30°F+



TRACEABILITY

TrackKing®
Telematics



DELIVERY

T-90 Series • B, V and E-Series
Temperatures: -20°F+



THERMO KING

thermoking.com/homedelivery

* <https://www.brickmeetsclick.com/tracking-online-grocery-s-growth->
** <https://www.cdc.gov/foodsafety/index.html>