





Grocery Case Study

Annabel's Deliciously British

-  Grocery Industry
-  2021
-  3 month timeframe
-  UK Distribution





The challenge and the background

'Annabel's Deliciously British' is a Yorkshire-based brand typically associated with producing wonderfully fresh strawberries. Two more very recent additions to the range include the introduction of beautiful picked daffodils and 'forced' rhubarbs which utilise an authentically traditional growing technique.

Westpak have worked previously with 'Annabel's Deliciously British' in creating a sustainable strawberry box design and we were delighted to work with the brand once more to help develop packaging that would help successfully launch these fantastic new product lines. Both the daffodil and rhubarb ranges required packaging solutions that could fully convey the brand's strong visual identity whilst offering robust sustainability credentials. The daffodil packaging required an elegant conical shaped sleeve design while the rhubarb range specified a sleeve design with banding and an outer box.

Westpak's solution to the challenge

Both packaging designs were completed on-time, on budget and developed to be 100% recyclable. Each design also effectively communicated the brand's core values, enabling the new ranges to work effortlessly alongside its high-end retail partners.

The daffodil packaging was also completed through reducing lead-times by one third, ensuring product launch dates remained unaffected. We were also able to successfully meet increased order quantities generated through an expansion in the product range's distribution network. We were in fact able to complete production for additional sleeves in just over one week. The rhubarb range presented a series of requirements for each of its individual packaging components. Each one of these requirements were successfully met as we worked alongside our own network of trusted and highly experienced suppliers and manufacturers.





The result

Each of the product ranges were successfully launched and distributed through various retail channels. Annabel has also discussed the development of the rhubarb range on BBC Radio 5 Live's 'On The Farm' - "We are supplying Booths, Harrods, Ocado, Waitrose in Dubai, Spinneys in Dubai and we've also had the Japanese and Hong Kong markets contact us. If we can generate new markets for a product that is extremely old, it'll be fascinating and great to put Yorkshire on the map for something else".





"The service that you give personally makes me not want to use anyone else for packaging. You are brilliant!"

**Annabel Makin - Jones,
Annabel's Deliciously British**

The Westpak approach

Whether creating bespoke packaging solutions or providing items from our standardised product ranges, we remain committed to working alongside key brands across the grocery and foodservice industries, working to a range of sustainability and business objectives.



Westpak's real expertise is in creating diverse packaging solutions using experience, creativity and product development.



We meet the quick turnaround required by Grocery Retailers and Foodservice Chains, displaying their products at their very best.



We create environmentally sustainable and recyclable products which challenge the status quo.



Our creative packaging helps educate your customers and ensures you stand out from the rest.





WESTPAK GROUP LTD

Unit 2B Kimberley Business Park,
Blackness Lane, Keston, Kent, BR2 6HL

Tel +44 (0)1322 284455
Email info@westpakuk.com
www.westpakuk.com


westpak[®]