



Foodservice Case Study Caffè Concerto

-  Foodservice Industry
-  2019
-  3-4 weeks
-  International Distribution





The challenge and the background

Caffè Concerto is a renowned Italian restaurant with a range of locations across London and Birmingham, as well as Qatar, Saudi Arabia and the United Arab Emirates. Following its opening in 1996, Caffè Concerto has become known for its fine food and drink including afternoon teas, speciality celebration cakes and intricately hand-made pâtisseries, which adorn the restaurants' window displays. This all sits against the backdrop of its luxuriously decorated venues, many of which regularly hold live music.

Following a successful refinement of the brand's visual identity, Caffè Concerto needed re-designed packaging for its takeaway coffee. This had to fully encapsulate the sense of luxury carried across the brand. Gold foil block printing was incorporated into the design which required fine detail while not sacrificing legibility. The project's lead time needed to be remain at 3-4 weeks and needed to control costs to remain affordable.

Westpak's solution to the challenge

From the beginning of the project, Westpak were on hand to provide advice and guidance on the packaging design, offering various approaches to achieve best possible print outcome.

We also advised Caffè Concerto on the ideal paper to be specified for the packaging, essential for achieving the desired look and feel for the end product.

Through a process of detailed consideration and refinement, we oversaw two prototyping stages before achieving the desired result. We were proud to deliver the product on-time and on-budget for Caffè Concerto, helping their new brand-identify shine through, both visually as well as from a tactile perspective for the customer.





The result

Through Westpak's consultative approach and dedicated stages of prototyping and refinement, we were able to offer a finalised product that fully met the client's criteria. As well as being available for Caffè Concerto on-budget and within the specified time frame, the coffee cup design also seamlessly sat alongside various other packaging items in their range, helping to further reinforce a cohesive feel across the brand. The coffee cup design is also regularly featured across their social media pages and is popular with customers as well as also recently being seen carried by the prime minister!

"Overseeing the production of Caffè Concerto's coffee cup design carries a great deal of responsibility. The takeaway coffee cup is one of the most immediate and lasting points of brand reference for the customer, so it's vital that the design satisfied every consideration. It's also fantastic seeing photos of the product in use on social media and the popularity with its customers."

Seth Hicks, Managing Director, Westpak

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.





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