



Foodservice Case Study Chicken Cottage

- 📍 Foodservice Industry
- 📅 2020
- 🕒 5 weeks
- 🌐 UK Distribution





The challenge and the background

Chicken Cottage are one of the most well known fast food franchises in the UK. The company believes strongly in allowing the taste of its products to take centre stage. Alongside this, the brand aims to be innovative in its range of products, including placing a strong emphasis on being environmentally friendly and demonstrating its corporate responsibility.

Chicken Cottage recently wanted to introduce a premium desert range to compliment their established menu, increase sales and appeal to their highly loyal customers. The plan to launch a range of carefully selected ice cream flavours wouldn't be without its challenges. The range needed to convey strong branding while abiding strictly to their product sustainably considerations. This also needed to be achieved against a challenging economic background while ensuring seamless logistical processes and timely delivery for the launch date.

Westpak's solution to the challenge

Through our fully impartial approach and expertise in sustainable and environmentally-friendly packaging solutions, we were able to advise Chicken Cottage on the best possible packaging options available, enabling them to successfully realise their sustainable objectives for this vital new product range. The selected paper ice creams tubs also provided the ideal solution for the various logistical capabilities required for the product launch.

The team at Westpak were also able to advise Chicken Cottage on various other considerations including product capacity fit, the ability for the packaging to withstand freezing, calculating the various quantities required for the official launch as well as ensuring the finalised packaging selection would be able to fully accommodate Chicken Cottage's bold and vivid branding requirements.





The result

Through Westpak's carefully considered paper-based ice cream packaging solution, Chicken Cottage were able to execute a highly successful product launch. This resulted in a noticeable uplift in sales against a particularly challenging economic backdrop. The ice cream range's packaging was also able to strongly communicate the company's bold branding. Images of the launched products have since appeared prominently over Chicken Cottage's official website and various social media accounts including their Facebook and Twitter profiles.

Unique Features: Our selected ice cream containers are manufactured from PE lined paper board. This is a reduced plastic option and is suitable for freezing, an essential requirement for this particular project.

"It was wonderful to see Chicken Cottage launch their own-branded ice cream range in the summer of 2020. This was the result of a detailed consultation on sustainability and practical considerations to create a versatile solution, allowing their brand to shine."

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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