



Foodservice Case Study Gourmet Burger Kitchen

-  Foodservice Industry
-  2020
-  4 weeks
-  UK Distribution



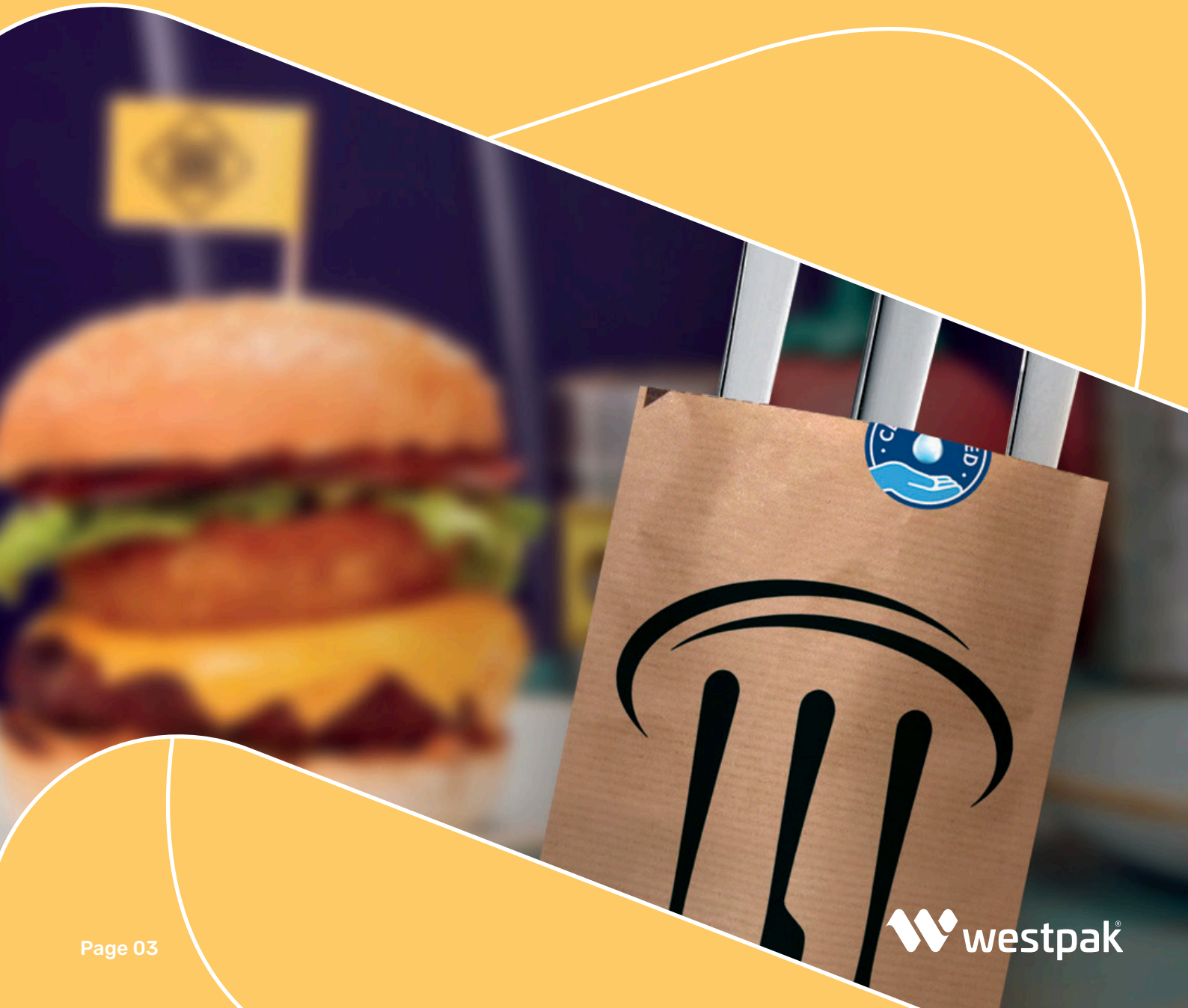


The challenge and the background

After the initial UK COVID-19 lockdown, the Government allowed restaurants to reopen but in a 'COVID secure' way. Social distancing measures needed to be demonstrably implemented and managed, and all activities of staff and customers to be considered with the new hygiene risks noted. Procedures should be adopted to eliminate the identified risks. It was important that restaurant customers could see the measures in place to give confidence that their well-being was of foremost importance to the restaurant management. GBK needed a solution to stop the spread of germs on their metal cutlery. Moving to wrapped disposable cutlery would be hygienic, but not a good solution for the environment or for user experience. With restaurants reopening fast, GBK needed a solution quickly.

Westpak's solution to the challenge

Westpak had just launched a paper cutlery bag designed for the very needs of restaurant operators like GBK. Washed cutlery is placed in the recyclable bag, sealed, and placed on the tables. Restaurant customers would tear the bag open along a perforated line to access their own clean cutlery. GBK had a supply chain partner in place to deliver to every store but didn't have time to set the product up in the system. Westpak were able to utilise its speedy customer service team, and logistics capability to deliver bags to every GBK location as they come back on.





The result

Westpak's solution was fully recyclable and made from FSC certified material. The design also incorporated a perforated opening with 'clean packed' seal label pre-applied. Providing this ideal packaging solution was a great relief to the team at Gourmet Burger Kitchen, with so many other factors to co-ordinate. The main priority was to create a hygienic solution and this was successfully achieved. However, the cutlery bags also proved to be popular with GBK's customers. They became a talking point as customers sat down and added a 'personal touch' to the dine in meal experience.





"Westpak were able to quickly offer us a great packaging solution, that gave reassurance to our customers that they were receiving clean and safe cutlery during the pandemic. From first contact they were a pleasure to deal with, and offered responsive customer service. I would recommend Westpak as they have been a great supplier."

Gourmet Burger Kitchen

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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