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Gourmet 24.7 – Anytime, Anyplace, Anywhere

Tri-Star Packaging, one of the UK's leading food-to-go packaging suppliers, has pushed the boundaries of foodservice packaging with a revolutionary new multi-functional design. Gourmet 24.7 is a unique and ground-breaking product that, in an industry-first, enables discerning chefs to pack multiple takeaway dishes, both wet and dry, hot and cold, into a single container without the different foods mixing. For example, rice and curry, pasta and a sauce with salad plus many other combinations of popular dishes and their accompaniments.

The development of Gourmet 24.7 proves once again the vital role of functional, well-designed packaging as a facilitator, enabling businesses across the spectrum of British industry to develop their markets and maximise their profit. Food-to-go is now a significant growth trend across the foodservice market with operators beyond the traditional grab-and-go and fast food sectors looking to launch takeaway concepts. A new sector of the market is emerging – the gourmet takeaway – and it requires innovative and creative packaging solutions to deliver a different style of food, preserving the freshness and quality of dishes to ensure the takeaway dining experience for the discerning consumer is as enjoyable as eating-in. Having identified this trend, Tri-Star Packaging then developed the perfect packaging solution.

Gourmet 24.7 has an easy to use push and click system. Seven different combinations are possible from four interchangeable components: two primary board base cartons - one large and one small - a thermoformed container and a lid.

The lid will push fit into each of the other components for a simple product combination which doubles as a sharing plate, making it great for parties. More complex combinations are possible as the thermoformed container will push fit snugly into either of the primary board base cartons. The push fit system is not only easy to assemble but ensures a tight seal is achieved to prevent against any leakage.

Tri-Star Packaging is a proven innovator in foodservice packaging. The company developed Gourmet 24.7 working with a premium restaurant chain, which was seeking to uphold its chic image when launching a takeaway service. The ability to custom print enables restaurants to maintain their brand values and key messaging across the packaging. The customised design can also include sleeves, to highlight food ingredients and menus.

Each component part of Gourmet 24.7 is microwaveable, so the system provides a complete delivery-to-table solution; no need to decant food into another container, which saves time and retains the visual presentation.

“Packaging is becoming more complex to meet changing trends in catering and an increasingly discerning consumer,” says Kevin Curran, Managing Director, Tri-Star Packaging. “It is important that packaging companies offer this kind of consultative service to customers, which gives them the tools they need to drive business growth by developing new channels and ultimately improving their profit.”

Ends



Gourmet 24.7 from Tri-Star Packaging enables hot, cold, wet or dry food-on-the-go to be packaged in one container for anytime, anyplace and anywhere

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Notes to Editors:

About Tri-Star Packaging:

Tri-Star Packaging is the UK's leading supplier of packaging and disposables to the food and drink market. Renowned for innovation and outstanding customer service, Tri-Star offers a huge range of cutting-edge, award-winning packaging and products for the food-to-go, coffee bar, retail, catering and bakery sectors.