

## Sabert wins New Product Award with Snap2Go range at 'The Sammies 2024' and strengthens senior sales leadership structure

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Sabert Corporation Europe has won the New Product category of The British Sandwich & Food to Go Industry Awards – The Sammies – with its innovative Snap2Go fully recyclable solution for chilled meals and food-to-go outlets.

“We are delighted that our new Snap2Go range has won this prestigious award,” said Sabert’s UK&I Managing Director and European Commercial Director, Alex Noake. “The Snap2Go tray combines an aesthetic and minimal design with maximum functionality featuring a unique clip-lid fit, plus great visibility thanks to its clear rPET lid – delivering on our promise to make food look great!”

The organisers of the awards said: “The judges thought Snap2Go was an innovative solution combining a base made from Forest Stewardship Council (FSC®) certified recyclable board with a recyclable rPET clip-lid made from a guaranteed minimum of 50% high grade, post-consumer PET bottle flakes.

“Snap2Go provides an airtight, stackable packaging solution with a nice design to enhance the food to go experience and improve sustainability. Easy to hold and fully recyclable, the product really hit the brief, and the ‘Let’s meet again. Recycle me’ messaging struck a chord.”

Refrigerator friendly, the multifunctional Snap2Go tray, with snug clip-lid is an excellent choice for all food-to-go applications from salads to chilled meals. For operators, it is easy to use, as the sleek space-saving

design and rigid construction means that it is both stackable and nestable. The innovative and secure snug-fitting anti-fog rPET clip-lid protects food, while offering easy one-hand closing. It securely fastens to internal tabs, locking into place with one simple push and click.

Sabert Europe invests in senior sales leadership structure

Sabert's Mark Byrne was presented with The Sammies award at the Royal Lancaster London on 9 May by renowned Celebrity Chef and Restaurateur, Theo Randall.

Mark has recently been promoted to Sales Director, UK, Ireland & Scandinavia, and European Industry (Food Processors & Retail).

Mark's recent promotion is part of a restructuring of the Sabert Europe sales team which sees Alex Noake become the commercial sales lead for Europe whilst retaining his position as Managing Director for UK&I.

Having previously held leadership roles at Berry, Sharpak and Anchor Packaging, Mark Byrne joined Sabert in November 2023 and made an immediate impact continuing to develop the UK Food Processor (Industry) channel.

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