

Sustainable food-to-go packaging from Sabert helps Superior Catering develop its brand

2 years ago



With over 40 years of experience, Superior Catering, an independent family-owned business based in Widnes, has established itself as one of the North West's leading corporate catering providers. Known for its high-quality food and exceptional service, the company has partnered closely with [Sabert Corporation Europe](#) to enhance its food presentation through innovative packaging solutions.

Dan Whitley, Operations Manager at Superior Catering, said: "Superior Catering is one of the North West's largest and most well-known sandwich distributors, delivering thousands of high-quality sandwiches, pies and pastries to offices every day," says Dan Whitley. "A major element of successfully delivering on-the-go and takeaway food is choosing the most appropriate packaging.

"We chose to work with Sabert, because they are a reliable supplier, and so easy to work with. Plus, they always seem to be one step ahead of other suppliers and they're steadily introducing new packaging solutions which deliver great food presentation.

"We use a tremendous amount of sandwich platters and plates, plus bowls for salads and pastas. The Superior brand is very important to us, so the fact that the majority of Sabert's packaging can be printed is a real bonus. We're even now looking at getting our recyclable paper cutlery branded, as we take every opportunity to reinforce our image. First impressions count and this is a very competitive market, so a high level of consistent branding gives us a definite edge.

"Packaging has been through a difficult time, with single-use plastic bans and taxes, and our customers

are smart and are well informed about sustainability and ethical issues. Working with Sabert has ensured we have always stayed ahead of changing legislation and been able to offer our customers a consistently high-quality range of sustainable products.

“Operating in the most sustainable ways we can is a priority for Superior Catering and alongside choosing packaging which has material provenance – such as being FSC® approved – and ensuring that it can be either recycled or commercially composted, we have begun to focus on reducing food waste.

“Our food and its presentation – which very much includes the packaging – consistently receives great feedback from our customers, so we are also beginning to think about ways to involve them more in our sustainability story. So that’s another benefit of being able to print messages as well as branding on our packaging.

“Choosing the correct packaging is an operational necessity for all food service businesses. Food preparation and our whole back-of-house operation is where so much time can be saved. Sabert supplies practical, functional, stackable, nestable, easy-to-use packaging, which makes food look great and gives the consumer a positive experience, which is essential. Alongside the branding benefits I mentioned earlier that kind of sums up what packaging from Sabert delivers for us.”