

GREAT  
TO GO



Huhtamaki

Premier Edition



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Photographs by Ilkka Vuorinen.



# Enhancing Food Experiences

At Huhtamaki, we're global specialists in packaging for food and drink, dedicated to making every consumer experience enjoyable, consistent, and safe.

Founded in 1920 and based in Finland, today we are present in 34 countries, helping great products reach more people, more easily. We are proud of our expertise in delivering outstanding products of the highest quality to our customers.

Good food offers a lot – satisfaction to hearts and minds, wonderful conversations, happy times and memorable moments. Growing urbanization and changing lifestyles have increased consumer expectations, driving the demand for more sophisticated options of enjoying food and convenience. From pop-up restaurants and street food trucks to quick service restaurants and speciality coffee shops the food service landscape is continuously evolving along with changing consumer needs. Whether grabbing a cup of coffee to go or eating a salad at their desk, people want to enjoy quality food and beverages anywhere and anytime and therefore, foodservice businesses are continuously innovating to meet these expectations. Special occasions, ever-changing venues for parties and events also require new approaches to presenting and enhancing the way food and drink are consumed by people. As speed, innovation and convenience become key, food packaging becomes pivotal as people expect the packaging to reflect the quality of the product it contains.

Our products are designed to help create great dining experiences for your customers. As one of the world's largest packaging companies, Huhtamaki understands the vital part packaging plays in today's fast-paced, image-conscious world and we offer a wide range of foodservice packaging solutions for on-site, drive-thru, catering and takeout services.

***Our products are designed to help create great food & drink experiences for your customers.***

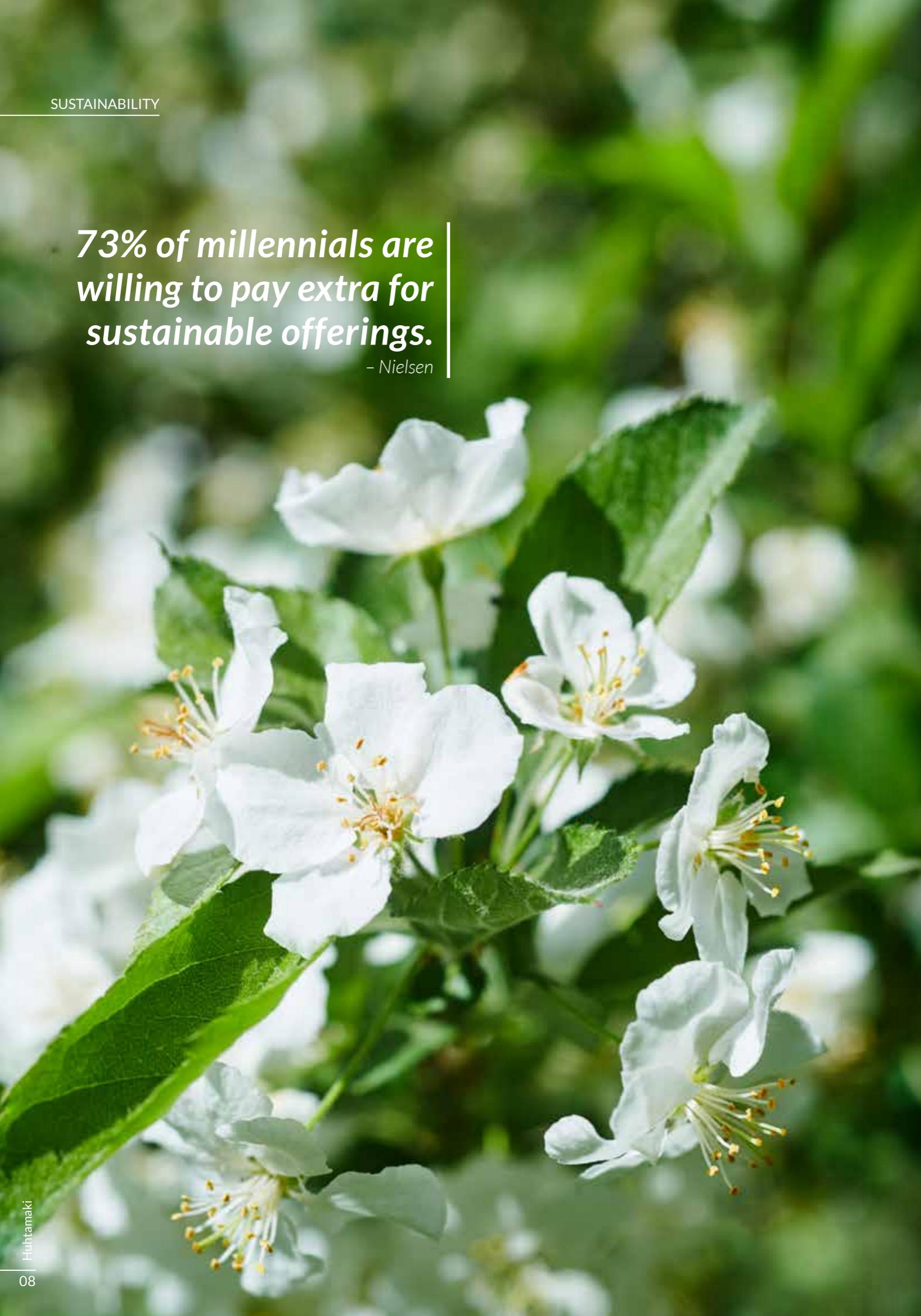


Good food offers a lot – satisfaction to our hearts and minds, wonderful conversations, happy times and memorable moments.

As speed, innovation and convenience become key, food packaging becomes pivotal as people expect the packaging to reflect the quality of the product it contains.

**73% of millennials are willing to pay extra for sustainable offerings.**

- Nielsen



# Sustainability

Food is critical to life and a source of great joy and pleasure. Packaging ensures it is delivered safely and will not be wasted. Across industries, consumers are showing increasing interest in sustainability and increased responsibility. We see it as our responsibility to produce the best fit-for-purpose packaging to protect and serve food. Choosing the right materials, using them in an optimal way and considering the end of life and recycling possibilities all play a part in developing more sustainable packaging solutions. We do this responsibly by managing our supply network, continuously improving our manufacturing operations and working closely together with our customers.

This year we are proud to announce "Packaging for Good" our updated corporate responsibility agenda. The agenda is a reflection of Huhtamaki's values and is based on fresh analyses of megatrends, material issues, market views and our own operations. We are committed to the United Nations Sustainable Development Goals and have developed our agenda in accordance with them. All of Huhtamaki's products are designed to minimize environmental impacts across the value chain and we continuously innovate to improve the sustainability of our existing and new products.

## Innovating to support sustainability

With the right packaging choices, the environmental impacts of making safe food accessible to the world's growing population can be reduced. The right packaging solutions can help ensure that more of the food produced is consumed and isn't wasted or contaminated on its journey from farm to fork. By harnessing the right packaging we can also cut down on the amount of carbon it takes to transport and store food. Huhtamaki continuously invests, innovates and collaborates to improve the sustainability of our packaging: from design and sourcing to manufacturing. We are committed to only using certified wood fiber from sustainable forest programs such as PEFC and FSC. The fiber in our paper cups can be recycled and reused up to seven times, and the fiber in our Bioware range can be composted. Where appropriate, we use recycled raw materials, and we recycle our own manufacturing left-overs.

## Working in collaboration with suppliers

Our business, food packaging, presents special requirements not only to our own raw material handling and manufacturing but also to our supply chain management. Consistency, purity and traceability of the raw materials we source are critical; however, we consider the overall responsible behaviour of our suppliers equally important. We work to enhance environmental sustainability, social responsibility and ethical business practices in our supply chain. Our Supplier Code of Conduct addresses and communicates our values, integrity, working conditions, health and safety and approach to the environment.

## Optimising use of natural resources

Natural resources and raw materials, coupled with energy, are the backbone of every economy. Our goal is that by 2020, we will produce more, with less impact on the environment per unit of production. Our manufacturing processes require varying inputs but energy and resource efficiency are key requirements in all our facilities. The focus areas in this regard are energy efficiency, increased use of renewable energy, waste management and water management. Our efforts and focus have seen us improve energy efficiency, lowered CHG emissions and improve material recovery rates over previous years.

## Developing our people

People are key to our success. Creating future growth, deepening our trusted relationships with customers and stakeholders, and extending our global reach requires that we treat our people and communities responsibly. Workplace safety and well-being are very important for us and we conduct a number of workshops, training and assessments to develop skills and knowledge on working conditions management. We also work on initiatives to take care and give back to the communities we operate in.

In the UK we are working actively across the supply chain to address the gap in cups being recycled and are participating in a new pilot initiative to recycle used paper coffee cups in the town of Gosport (UK).



# Innovation Excellence

At Huhtamaki we want our customers to grow and work to succeed with them across different markets and conditions. To ensure this we're focused on being able to respond to the megatrends and changes that impact our customers. This means we can support you, through packaging, to open up opportunities in new markets and sectors.

Innovation drives success and helps businesses adapt to new trends and developments in the market. Huhtamaki delivers innovative solutions that help address complex and challenging needs to grow the market and unlock value for our customers. Our worldwide network of highly skilled product designers, technical experts and decades of experience come together to deliver creative, futuristic and innovative designs and solutions that go into the best food packaging products to foodservice businesses across the globe.

When it comes to product innovation, there are many aspects that we work on to meet the needs of our customers. Innovation in the materials used, quick turnaround times for product development and prototyping, tailored solutions for specific business needs and transforming the manufacturing processes are some of the ways in which we bring leading-edge products to the market.

## Research & Development of new materials

A great example of innovation that Huhtamaki has been the pioneer in, is the use of sustainable materials for making the food packaging products. New materials and technologies lead to new solutions that significantly reduce dependence on fossil oil-based materials and offer more choice and chance to enhance brand experience. We were among the first companies to introduce recycled

PET and compostable Ingeo PLA into our plastic thermoforming processes for high clarity cold drink cups and food containers. **Future Smart™** saw us introduce our first 100% renewable paper cup made completely from plant based materials and we are now ready to bring the same innovation to other packaging products as well. We have also integrated latest technology in our **Adtöne™** cups by introducing cups with a QR code printed on them. which provide a new way to engage customers better.

## The coffee cup lid – redefined

This year we plan to redefine the Coffee cup lid with our latest innovation. The new **Bioware fiber lid** has been created for a sustainable future and is made from 100% natural fibers. Crafted for coffee lovers with a sophisticated design and premium look and feel the **Bioware fiber lid** will be 100% compostable. A lot of thought and expertise has gone into creating a product that is innovative with the materials used and is also sturdy, secure yet lightweight. This delivers better drinkability and spill prevention in the form of a lid that is renewable, natural, safe and is a future-friendly innovation.

We are always eager to learn more about the needs of our customers and welcome you to reach out to us with your requirements, ideas and feedback. From mockups to co-creating the ideal food packaging solution for your needs, our team of experts are on hand in locations across the world to deliver innovative products. For more information on our recent innovations and product concepts, please contact our local office (contact details on page 38).

Sustainable innovation is often disruptive and delivers better social outcomes, reduces the impact on the environment and leads to successful business results.

# Café & coffee



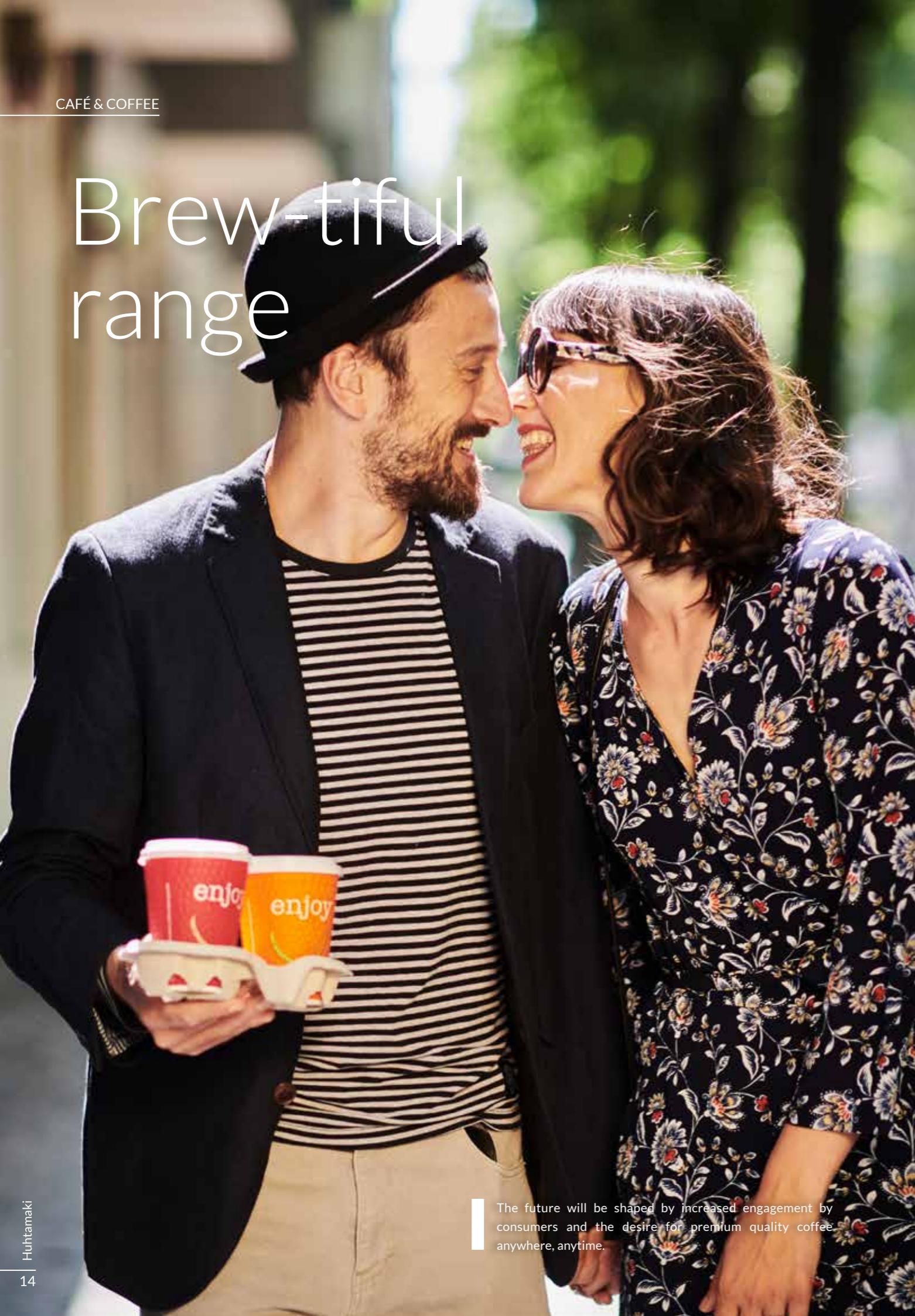
*A cup of coffee is what makes the day perfect for many people all over the world.*

Coffee globally is an industry at a crossroad. While strong growth is propelling the category, it is simultaneously causing a shift to an increasingly complex and competitive space. As food consumption evolves and people change, hot and cold beverages mesh well and offer compelling experiences for changing lifestyles. A masterful touch to brew the perfect beverage caters to the social, mobile and experience led expectations from people.

With more mobile lifestyles, out-of-home consumption of coffee is increasing. At the heart of this transition is the rise of the Coffee culture which is making consumers more demanding and knowledgeable while also transforming coffee's role in leisure, social and working lives. "Grabbing a coffee" has become the perfect flexible social arrangement with coffee acting as a social stimulant. At the same time, it has also become more personalized to some extent, as consumers strive to be productive in their own way and swap their cubicles for a coffee shop couch.

From frothy steaming hot coffees and flavoured lattes; fresh juices and smoothies to creamy caramel frappes, we've got the right cup for every beverage you serve. As a leading specialist in beverage cups, we can offer you the widest choice of cups and lids for both hot and cold beverages. Choose from a range of single wall, double wall and bubble cups in the widest assortment of sizes made from PEFC certified paperboard from sustainably managed forests. Our cups are also available in 100% renewable plant-based **Future Smart™** materials.

# Brew-tiful range



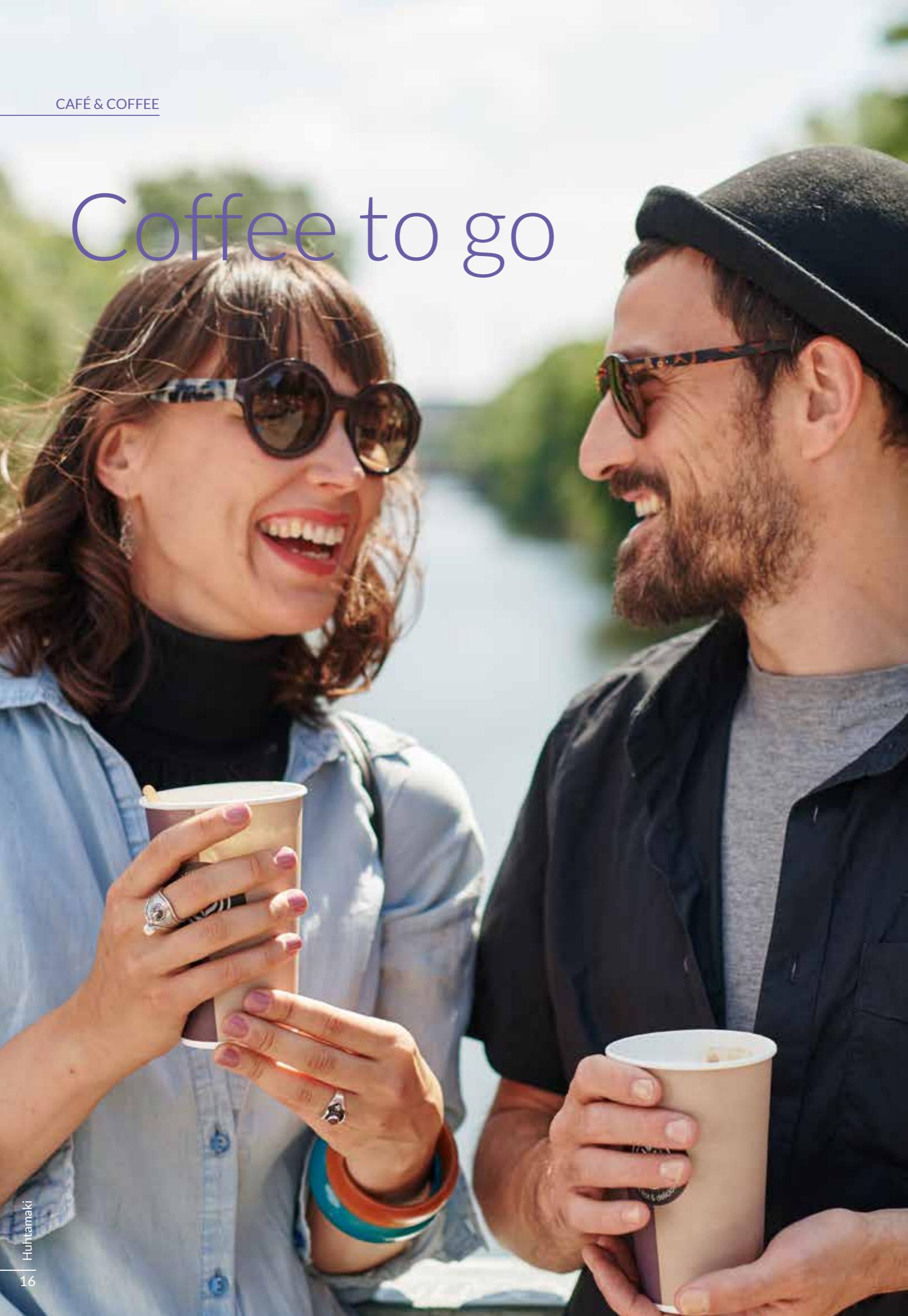
The future will be shaped by increased engagement by consumers and the desire for premium quality coffee anywhere, anytime.

**Coffee-to-go and self-serve will increase in popularity as lifestyles become even busier.**



A growing number of consumers is prepared to pay higher prices for high-quality coffees with special stories. The increasing interest in speciality coffee is reflected in the growing number of coffee bars, small roasters, small local brands and baristas. While a good location and high quality of coffee are very important, the requirement for an innovative and exciting food menu is also seen as critical as competition intensifies. From now on, the global coffee industry will see a greater influence from high-quality boutique chains adopting a more advanced set of business practices, and delivering well-crafted artisan concepts at scale. Our range of double wall cups is designed for those who see their beverage as much more than just a hot drink and aim to deliver an outstanding experience to their customers. To serve the perfect blend in the best way, Huhtamaki combines patented technologies, high-quality printing and expert knowledge to create the finest packaging products for beverages. Our range of cup carriers and lids also help deliver your premium beverage experiences on the go to customers.

# Coffee to go



Designed for those who value versatility and believe less is more, our range of single wall cups for hot beverages are reliable, efficient and yet uniquely simple. With a relentless focus on quality and convenience, the range of single wall cups come in attractive designs ready to deliver maximum pleasure and convenience when people enjoy a freshly brewed coffee. We know that choice is very important and that is why we have a large variety of sizes, designs and add-ons like lids, straws and stirrers to choose from.

With more mobile lifestyles, consumption of beverages out of home is increasing. For those who wish to stand out from the crowd, we also offer custom printed cups to take your café brand to the next level. All our paper cups are made from PEFC certified paperboard sourced from sustainably managed forests.

We know that choice is very important and that is why we have a large variety of sizes, designs and add-ons like lids, and stirrers to choose from.

# The Fast & the foodies

***Convenience is among the main reasons why people prefer eating out and home delivery.***

The world is moving at a fast pace and food also moves with it. Rising income, rapid urbanization, changing family structures and busier lifestyles are transforming the way food is consumed by people. In this fast-changing world, convenience is paramount and time is at a premium driving ever-changing meal times and an increased focus on flexibility, nourishment and on-the-go food consumption. As the lines between snacks, meals and traditional meal times get blurred, packaging becomes a significantly more important consumer touchpoint, playing a pivotal role in delivering great dining experiences for various food-to-go occasions in a fast, efficient and responsible manner.

As the choice of fast, nourishing and flexible eating options become important for people, we realise that it becomes equally important to offer a versatile range of high-quality food packaging products. Our range of products enables high street brands, cafes, takeaway units, caterers and other eating out establishments to serve delicious tempting food options to eat in or take away.

Good  
2  
Go



*88% of people are  
willing to pay more  
for healthier foods.*

- Nielsen



Healthy eating and self-care have become significantly more important for people, especially the younger generations who increasingly identify healthy food as a priority when choosing where to dine out. More and more people view the food they eat as a reflection of who they are and are careful about the choices they make. Despite the growing emphasis on functional food, there is also a demand for the meals to be fast, cost-effective and easily accessible. In large cities and urban households, people expect the flexibility of ordering directly for consumption at home or to be able to take away the meals of their choice to consume them wherever and whenever they wish to. These trends place an even greater emphasis on having the right food packaging solutions. Well-designed packaging products help showcase food, provide functionality and convenience. Paper food containers are a sustainable packaging choice for take away food. Our extensive food container range has been created to provide packaging solutions for a wide range of hot and cold take away foods such as salads, soups, noodles, pasta and ice cream.



## Flavours



As diners become busier than ever, speed and convenience will continue to be most important while the need for new flavours and experiences determine the choices people make while dining out.

Food halls, pop-up restaurants, street food kiosks and home delivery options are emerging across different parts of the world as most consumers are more open to trying new types of cuisines. In addition to quick service restaurants, many foodservice operators recognize the consumers' desire for fast and frugal

eats. There is great opportunity in standing out by offering dining experiences with unique and more international flavours.

Our takeaway food packaging range is perfect for healthy, gourmet or indulgent foods. Available in a wide range of sizes, designs and materials, we provide you with a complete range of solutions which provide the perfect way to serve fresh, quick, vibrant and mouth-watering hot and cold foods to people eating on the go or in premises.



The restaurant business is continuously evolving to adapt to the changing needs of consumers. This is true for fast food establishments as well. From faster payment methods to self-ordering kiosks, integrating with home delivery apps to multicultural menu items there is a lot of innovation happening to keep pace with the changing world. Fast food, fast casual, drive-thru, mobile vans, bakeries, festivals and pop up kiosks offer people, a plethora of options to enjoy food on the go.

Offering practical packaging solutions for this wide variety of food products with complex requirements

such as ensuring ventilation while keeping food crispy fresh and hot can be challenging. Our food to go packaging products provides a complete set of high-quality solutions for all needs. They are designed to contain food ranging from salads to wraps to burgers and enable operators to serve food quickly and securely.

Speed of service is key but so is optimizing the use of resources and reducing waste. Food packaging products enable quick service restaurants to reduce water consumption, energy use and service times. Great looking food packaging attracts people and those who notice others enjoying the food away from the restaurant premises.



*More people now realise  
packaging is a primary  
means to reduce food  
and product waste.*

# Show your colours



63% of Millennials in the US enjoy taking pictures of their food and 1 in 4 agree social media exposes them to types of food they previously never heard of. - Mintel



Colourful and visually appealing foods have seen a big surge in popularity with the advent of the Instagram age. Being photo-worthy is as important as taste, convenience and cost for many foods and beverages. This has driven the popularity of flavour ingredients that add colour and healthful appeal to recipes. Artistic or visual presentation of food or beverages is thus very important as people have now become accustomed to eating with their eyes before they even take a bite.

Creative frappuccinos, over-the-top milkshakes and superfood infused smoothies are just a few of the innovative items that feature on menus around

the world and can become popular across markets when showcased on social media by highly engaged consumers. It is therefore important that the packaging helps complement the visual appeal and colours of the beverage served. Our range of clear transparent tumblers in different sizes and forms, lids and straws are high quality and used by some of the leading foodservice brands in the world. The tumblers provide a safe, shatterproof alternative to glassware while also allowing the colourful creativity in the beverages to shine through. We also have a range of RPET tumblers made from recycled plastic and can be widely recycled.

# Better Tomorrow

The world is changing for the better. The advent of a new class of conscious consumers and their needs has driven innovation that helps change the way the environment is impacted in a positive way. The millennial generation is the largest by numbers in many countries across the world and their impact on businesses in every industry is huge. Having grown up in a progressive world of globalisation and economic disruption, this generation holds a very different worldview in comparison to previous generations. Millennials seek meaning, like to rally around important causes and increasingly look for authenticity and value trust.

Businesses and brands across industries have stepped up efforts to provide products and solutions that are future friendly and also work proactively with causes and initiatives that help reduce the impact the products are likely to have on the environment. The foodservice industry is also adapting to the changing needs and businesses have focussed on responsibly sourced ingredients, reducing food wastage and making the right choice of packaging.

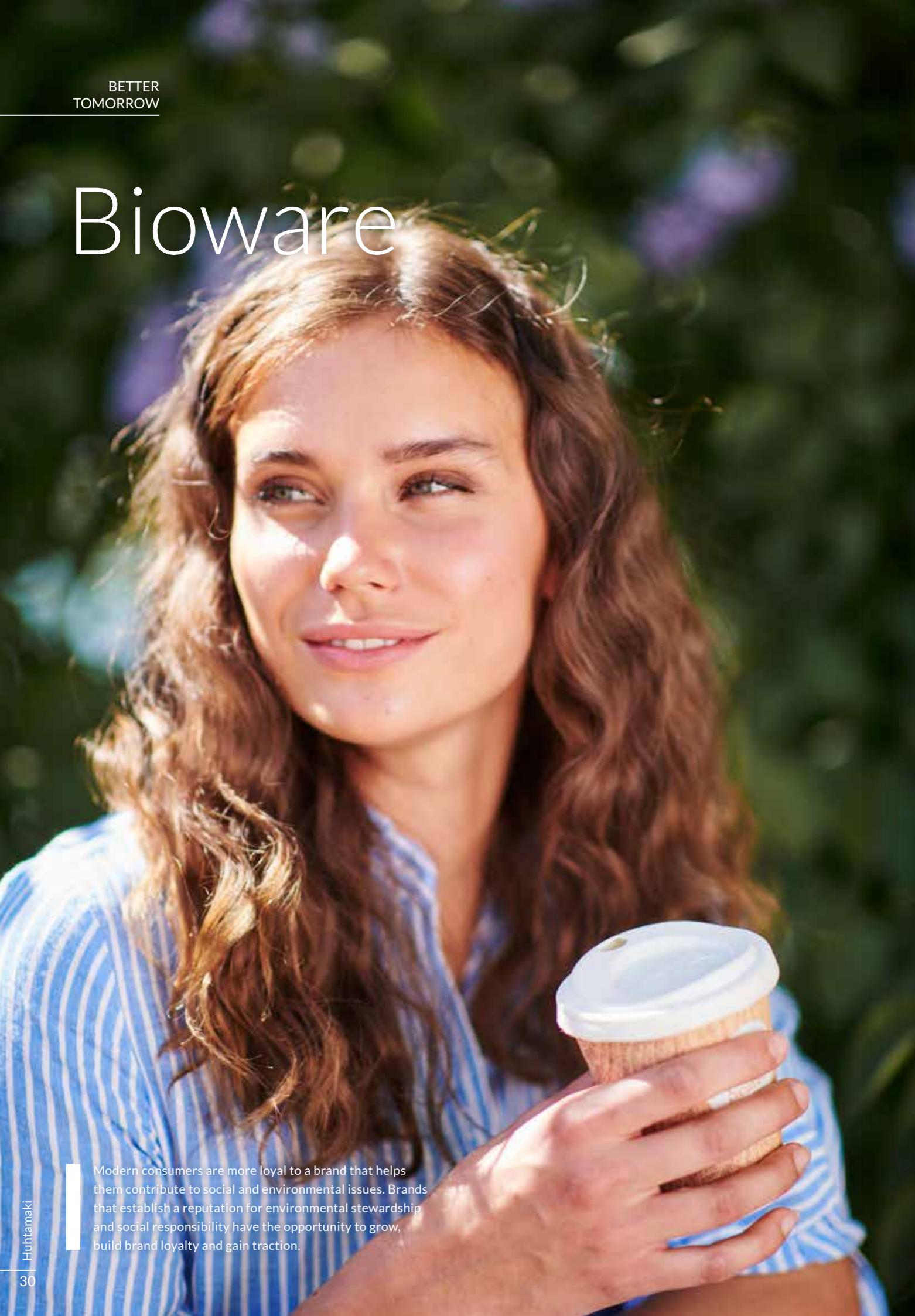
By combining the packaging knowledge and the renewable, recyclable, and biodegradable material base that Huhtamaki has, we are able to cater to a variety of needs for environmentally optimal packaging. From Bioware, our range of EN13432 certified compostable packaging products to Future Smart™ paper cups, the first 100% renewable paper cup made from plants, all our products are designed to minimize environmental impacts across the value chain and we continuously innovate to improve the sustainability of our existing and new products.

**Most people think that the environmental credentials of food packaging should be highlighted.**



Huhtamaki offers a wide variety of food packaging products made from different materials. Please contact our local sales teams for information on responsibly sourced and sustainable material options for our products.

# Bioware



Modern consumers are more loyal to a brand that helps them contribute to social and environmental issues. Brands that establish a reputation for environmental stewardship and social responsibility have the opportunity to grow, build brand loyalty and gain traction.



Consumers today are increasingly conscious and vocal about their desire to know the origins and fates of the products they buy. They also understand the connection between increased consumption and environmental and social impact. With rising competition and pressure to stand out, sustainability presents an opportunity for the foodservice operators to contribute positively and help make choices that are good for the planet and future.

The scarcity of resources, management of food sources and waste, supporting social causes that focus on doing good for the planet are increasingly becoming key approaches that cafes and restaurants are

integrating into their overall strategy. These factors have increased the need for packaging which has high functionality and a low impact on the environment.

**Bioware**, our portfolio of EN13432 certified compostable, environmentally friendly packaging products are made mostly from renewable natural materials that decompose completely in industrial composting conditions. The materials, production methods and disposal of the Bioware® products have been designed to minimise their impact on the environment – in other words, to optimise their impact in relation to the requirements placed on the product packaging.

# Venues

Whether it is a celebration with friends or a corporate event, an outdoor music festival over the weekend or a small gathering of people, everywhere, around the world, food has a way to bring people together. Catering food for events is, therefore, an important task, often the highlight or most talked about aspect of celebrations, meetings and get-togethers. For restaurants who also offer catering services, transporting the food to the venue and ensuring that the food is served in the best way possible is equally important. People are much more in tune with food today than ever before and this means that catering for events is often a high stakes responsibility. Destination specific cuisine, using local flavours and food, giving people the option to eat and interact at the same time are some of the key elements that go into enthraling people at an event with food. From barbecues to elegant meals, the right choice of tableware helps deliver the best experiences. Our range of high-quality products for catering events offers the right collection, the most impactful designs and colours as well as a choice of materials that includes functional products and responsibly sourced, sustainable materials.



# Cupmatic



Premiumization, speciality beverages and increase in coffee culture have seen the advent of lot of innovations in the vending machine business. The rise of digitization has rapidly transformed the vending machine market, ushering in intelligent and smarter vending machine solution. A focus on shifting to paper cups for vending machines has been on the rise in most markets but there continues to be a large footprint of vending machines and occasions where more traditional variants of vending cups are used. Vending cups come in a range of different sizes,

styles and materials, and are used primarily with hot drinks machines and water dispensers.

We offer a broad range of high-quality paper and plastic vending cups designed for vending automats and table-top vending machines. With many years of experience in vending, our solutions that include cups, stirrers and lids ensure your vending machines operate with utmost efficiency.

As with the rest of our vast portfolio, we offer a choice of materials and solutions should there be specific needs

# Made to order

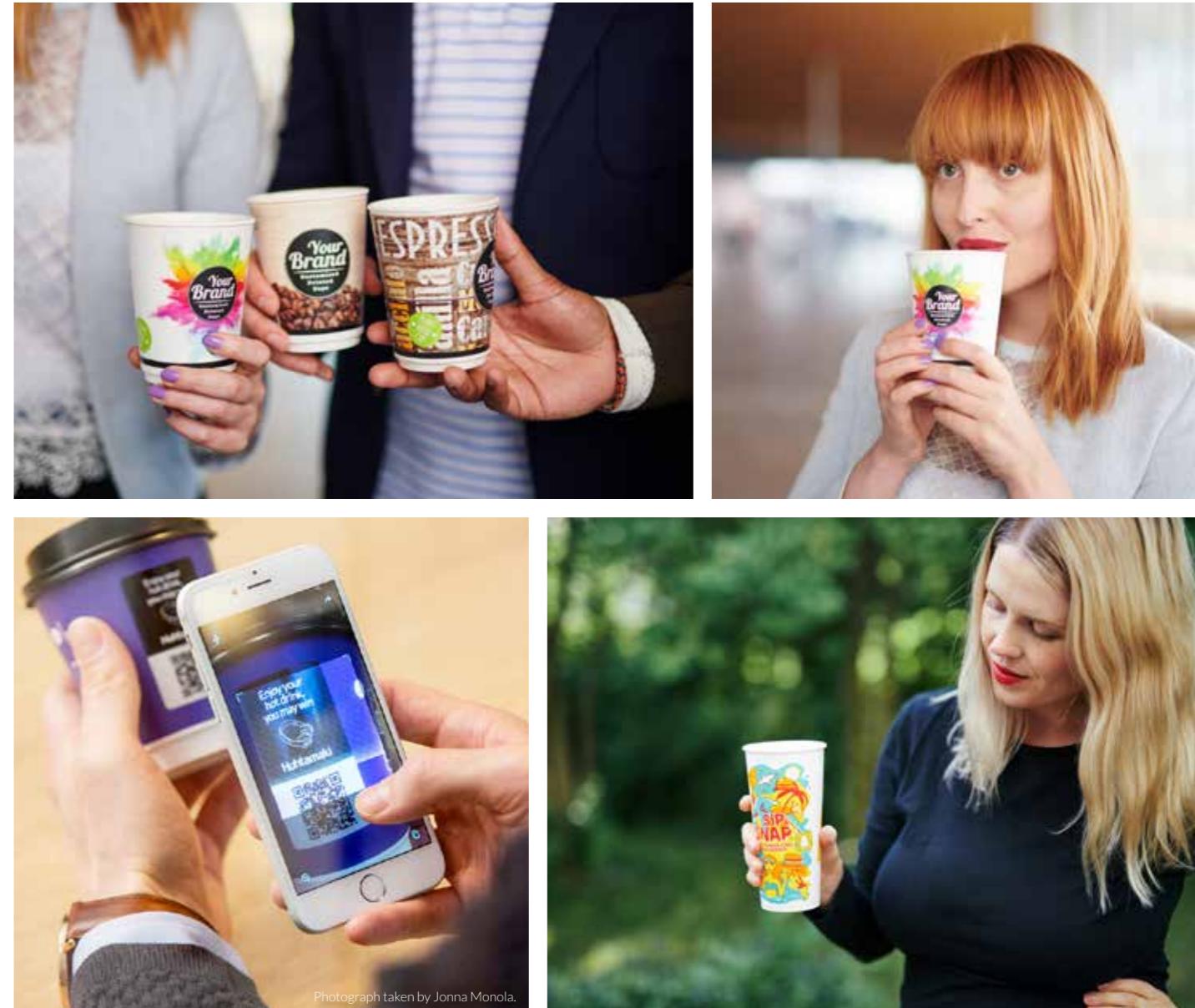


The café and quick service restaurant industries are witnessing a shift to increasingly complex and competitive scenarios. While strong growth is propelling the consumption to new heights, there is added pressure from the competition and building a loyal following of customers is very challenging. Every café and restaurant is looking for fresh ways to stand out and increase the walk-ins and sales.

Getting your brand out to the public and grabbing their attention is key to bringing in new clientele. Featuring the logo of your business is a great way to spread the word. When people walk around, the visuals and messages on the food packaging become walking billboards for the business. In today's social media savvy world, it also becomes important to highlight

elements such as QR codes with our Adtone™ cups, linked to marketing campaigns or social media handles to let people figure out where the eye-catching coffee cup or delicious looking meal comes from.

Whatever your business size or budget, there are many ways to highlight your brand or messages on food packaging products. From custom printed artworks to rubber stamped logos and stickers, many foodservice operators use custom printing as a tool to set themselves apart and get noticed. Our manufacturing capabilities ensure that no idea is too difficult for us to transform the look and feel of your packaging. Coffee cups, wraps, bags and cartons can be custom printed to showcase your brand and grab the attention of customers.



Photograph taken by Jonna Monola.

Personalised printed cups are a great way for coffee shops and brands to stand out and get their message across to people. You can now order personalised printed cups online from [www.cupprint.com](http://www.cupprint.com). Order cups in quantities from as little as 1000 cups and have them delivered within 15 working days in Europe. We also offer you the opportunity to select from a library of existing cup designs, upload your own artwork or get our experienced designers to support you with the design of your personalised printed cups.

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