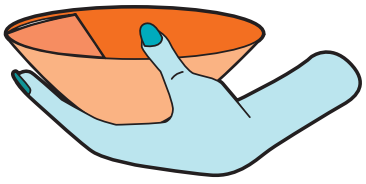


THE FUTURE

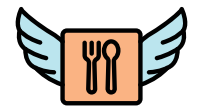


Is focused on folding!

THE COMMONWEALTH PACKAGING

# INSIDER

VOL. ONE  
Issue #001



FOOD  
SERVICE

Exploring the packaging industry from the inside out—the twists, the turns, the trends



## TRENDS

### EAT & RUN

The hottest new designs for packaging on-the-go. We have the inside scoop on what customers can't get enough of.

## SUSTAINABILITY

### LEARNING THE LINGO

The future of packaging is sustainable and we are on board. The terms can be tricky—we'll help you understand what's truly clean and green.

## INTERVIEW

### PACKAGING STARR

A revealing Q&A with the esteemed Starr Restaurant Organization about their vision for brand consistency from fine dining to takeout.



# Hello,

Welcome to the first issue of the COMMONWEALTH PACKAGING INSIDER! We are excited to present you with packaging industry insights—from inspiring images to news and interviews. With each edition we'll explore "what's worth talking about" and share why storytelling through packaging strengthens your brand.

If you haven't met us before, we are the go-to packaging partner for internationally recognized retail and hospitality brands. Commonwealth Packaging Company (CPC) collaborates with sustainability-conscious chefs and restaurateurs to design and manufacture custom packaging programs that help bring the restaurant ambiance home.

In this premier issue we are focused on the importance of "elevating the dining experience"—whether it's delicately hand-rolled sushi from revered chef Morimoto and his namesake restaurant or brilliantly boxed burritos from our cover STARR, Jackass Burrito. **ENJOY!**

## EVERYTHING

# ELEVATED

MERCADO LITTLE SPAIN'S DECIDEDLY FESTIVE TAKE-OUT BAG AND PAELLA KIT BOXES ADD LATIN FLAVOR TO YOUR PALETTE AND YOUR TABLE'S DECOR, WHILE REINFORCING BRAND RECOGNITION IN EVERY COMPONENT.



# Yes, Please!

## RIGHT OUTTA OUR CUSTOM DESIGNED BOX

Always a customer favorite! Our specialty box has a food-grade interior with a unique construction featuring the folds and seams on the outside—making it completely leak-proof AND grease-resistant. Take-Out containers done the right way!



## what we bring to the table

### MAIN COURSE:

We create brand distinction by elevating your packaging and setting you apart from the competition.

### SIGNATURE DISH:

We deliver creative and memorable packaging experiences at every touchpoint to turn up the heat on your customer loyalty and fuel growth.

### CHEF'S SPECIAL:

We understand how to prioritize your customer's experience and turning that into a thoughtful brand presence that ensures your packaging is social-media worthy (40% of consumers will share dynamic packaging on social media!)

### WE DELIVER:

We put in the overtime to earn the trust of our packaging partners, and our six decades of industry experience is the proof in the pudding.

### MARKET PRICE:

We work individually with our partners to deliver outstanding programs that work within their designated budget.

### HAPPY HOUR:

We are real and approachable—you'll be hard-pressed to meet a more fun and experienced team.





# All Dressed-Up and ready to **TAKE-OUT!**

TAKE-OUT PACKAGING GETS UPGRADED FOR EASE, EXPERIENCE, SAFETY—AND (OF COURSE) SOCIAL MEDIA!

Everything is about the EXPERIENCE . . . and take-out is certainly no exception. Every savvy food service business knows the drill. A great looking takeout bag is a walking advertisement, an exceptional take-out bag is the next trending photo on social media that thousands will view. The packaging upgrade investment pays for itself. But it's not just about beauty—customers want sustainability coupled with flawless function as well. Enter the era of elevated take-out packaging—and we're here for it!

- COORDINATED | RECYCLABLE | BRANDED PROGRAMS
- 2-WAY TAMPER EVIDENT TAPE
- PERFORATED, SEALED TO-GO CONTAINERS

- FOOD SAFE & LEAK PROOF
- SUSTAINABLE UTENCILS
- HIGH TAC LABELS

## CPC IS YOUR ONE-STOP-PACKAGING-SHOP

SUSTAINABLE & COORDINATED CUSTOM  
BRANDED PACKAGING

COMPETITIVE COSTS

FAST LEAD TIMES • LOW MINIMUMS

CUSTOM BAG SIZES & LARGER GUSSETS

CUSTOM BOX SIZES & SPECIAL FEATURES

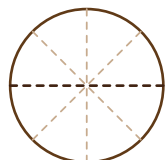
FOOD GRADE PACKAGING

INCREDIBLE PACKAGING TEAM TO HELP YOU  
EXECUTE THE PERFECT PACKAGING RECIPE!

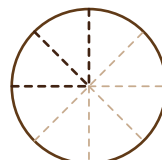


## BYE-BYE BASIC

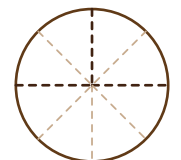
Behold an all-in-one food caddy—WHERE FUNCTION MEETS FABULOUS



{PLATE}



{BOWL}



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IMPROVE SERVICE SPEED • CUT PACKAGING COSTS • ENGAGE CUSTOMERS WITH AN INNOVATIVE, ON-THE-GO SOLUTION



# EAT & RUN

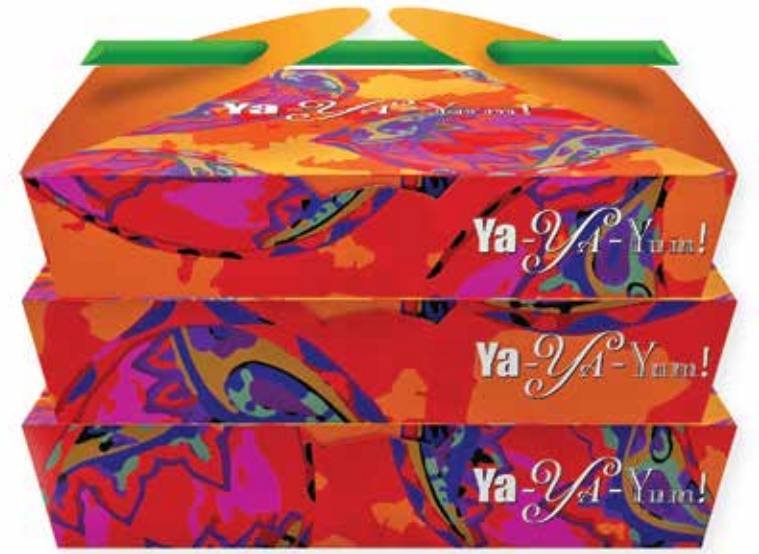


- TRANSPORTABLE PACKAGING •
- COMPOSTABLE | RECYCLABLE •
- SERIOUSLY, STACKABLE!! •
- COMPARTMENTALIZED •

#YUMMY 

## packaging on the go!!

These vibrant global takeout boxes are innovative and elevated! The box is compartmentalized to keep ingredients fresh and the wrapped chopsticks are not only conveniently placed but add to the overall unique design aesthetic.



THE MONTAGE LAGUNA BEACH HOTEL SENDS ITS GUESTS TO THE FIRE-PIT IN STYLE WITH THIS COOL KID RETRO LUNCHBOX S'MORES KIT.



## GET IN MY BELLY!



IF THIS TATSU RAMEN BAG IS IN YOUR HANDS YOU'LL SOON HAVE WARMTH IN YOUR SOUL AND A DELIGHTFUL CARTOON TO ENJOY WHILE YOU ENJOY EVERY LAST BITE.



## PEEK-A-BOO!

WHEN THE FOOD IS JUST TOO DELECTABLE TO CONCEAL— and as our food industry partners know—we eat with our eyes! These see-through window take-out boxes are sure to make your food and packaging stand out from the rest.





# INTERVIEW WITH THE STARR

With nearly 40 unique restaurants worldwide, Starr Restaurant Organization continues to excel in providing memorable dining experiences. We caught up with Randi Sirkin, VP Creative Services, about the importance of packaging for the SRO brand, and the impact of packaging on the changing hospitality landscape.

**CPC:** The Starr Restaurant Organization has carved out a place in the food service industry as a restaurant group committed not just to great food, but also unique and memorable dining experiences. How have you incorporated this ethos into your packaging?

**SRO:** Our job is to make sure guests have a 360-degree experience – whether that be in a restaurant or at home, so we've taken great care to make sure that any collateral materials used represents the brand at the highest level. That means the takeout bag or the food in the takeout bag (on the off chance you have leftovers!), is just as interesting as the menu or a restaurant's website design.



Photo Courtesy @LeCoucou

**“We want our guests’ smiles to last long after they’ve left a restaurant or finished a meal, and reminders like a great takeout bag, to-go containers or giveaways can accomplish that throughout weeks and months after someone dined with us.”**

We're fortunate that Commonwealth Packaging has always helped facilitate our packaging experience, which is now more important than ever to make a lasting impression.



**CPC:** What decisions have you made to your packaging program to incorporate more eco-friendly materials?

**SRO:** We are in the process of transitioning all takeout packaging to eco-friendly options. We've moved away from single use plastic bags and every time we need to reorder a packaging item we've switched from plastic to paper. And especially recently we're doing a lot of to-go meals, so it's on us to do our part and represent the brand well. We want our guests to know, even in subtle ways, that we're conscious about sustainability and recyclability and doing what we can to protect the earth.

**CPC:** Out of SRO's close to 40 restaurants across the US (and Paris), which packaging programs best reflect the restaurant and which do you think is the most memorable?

**SRO:** Le Coucou in New York City! Their take-out bags and bellybands on their to-go containers are so clever. Dandelion in Philadelphia also has a great to-go bag, and the multi-colored bento boxes for Morimoto are beautiful. Let's throw Jackass in there because the Burrito box is cool and fun and memorable. La Mercerie cake boxes and the glassine bags are also really elegant and coordinated!

**CPC:** SRO and CPC have been partnering together on packaging for many years; there are so many packaging suppliers to choose from – what has made you continue to work with CPC over all these years?

**SRO:** There's a trust and true comfort level with Commonwealth. Packaging is an investment and you want to know that your partners stand behind their product. It's a real relationship; CPC brings me ideas which helps me develop a memorable packaging experience. Personally, I love packaging and I spend a lot of time on Pinterest doing the creative designing of packaging, CPC helps me actualize my vision in a way that's cost effective and pragmatic.

**“CPC has stood by us through and through and so there hasn't been any reason to go elsewhere. You don't always have that type of responsiveness with your vendors and CPC checks all the boxes!”**





MAKE IT...

# sustainable

LEARNING THE LINGO



Choosing packaging that is environmentally friendly is a great way to reduce waste and minimize your carbon footprint. But it's important to understand the composition and impact of each product before integrating into your packaging program!

## COMPOSTABLE

Compostable materials are typically made from plants and other organic materials. Compostable FILMS are designed to biodegrade into soil conditioning material, also known as compost. The best way to dispose of compostable films is to send them to an industrial or commercial composting facility or an at-home composting bin where they'll break down with the right mixture of heat, microbes, and time.

## BIODEGRADABLE

Depending on the product, it can take as little as a few months to many years for products to biodegrade, so it's important to be conscientious about highlighting "biodegradability" features on your packaging. And, while plastics can become biodegradable by adding certain chemicals that cause the plastic to break down quickly, this process results in micro-particles which are ultimately absorbed into soil and oceans.

While highlighting your company's sustainable practices is an effective marketing tool, it's more critical than ever to be well educated on exactly what you're pursuing. Though well-intentioned, many companies fall into the trap of "GREENWASHING" where the products they THINK are eco-friendly can still do a fair amount of harm. Make sure you know the details!



## THE POWER OF PACKAGING

We believe that the best packaging is MEMORABLE packaging—a box, a bag, a bold detail that leaves a lasting impression from the first bite, until well after the last. At CPC we work one-on-one with businesses to create innovative packaging programs that bring their brand visions to life.

# MAKE IT... memorable



AN OVERSIZED CAKE BAG IS THAT MUCH SWEETER WITH AN INSPIRING MESSAGE PRINTED AT THE BOTTOM.

### STARR RESTAURANT ORGANIZATION

BARCLAY PRIME  
BUDDAKAN  
BUTCHER & SINGER

CONTINENTAL  
EL VEZ  
JACK ASS BURRITO

### LE COUCOU

LE DIPLOMATE  
LA MERCERIE  
MORIMOTO

### PARC

PASTIS  
ST. ANSELM  
STEAK 954

### SOME OF OUR FOOD SERVICE PARTNERS

FATS HIHO KAZUNORI SUGARFISH TATSU  
ZINGERMAN'S DELICATESSEN

### THINK FOOD GROUP—JOSE ANDRES

CHINA CHILCANO  
JALEO  
MERCADO LITTLE SPAIN

OYAMEL  
SPANISH DINER  
ZAYTINYA

### QUALITY BRANDED RESTAURANT GROUP

SMITH & WOLLENSKY  
QUALITY MEATS



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