



vegware™ 

CASE STUDY:

The Bay

• FISH & CHIPS •

BREATHABLE BOXES FOR AWARD-WINNING FISH AND CHIPS

Voted the UK's No.1 independent takeaway in 2013, this Scottish family chippie have discovered the performance benefits of breathable eco packaging. Namely, no more soggy chips...

POLYSTYRENE, CARD OR VEGWARE?

The Bay chose not to use polystyrene boxes in their shop because they made their top-quality product look cheap, and the condensation made food soggy. They tried card boxes instead, but food seeped into them and they leaked, and they could not be recycled. Switching to compostable packaging for ethical reasons, The Bay also discovered many practical benefits.

Unlike conventional packaging, Vegware's plastic-free natural materials allow food to breathe, not sweat, so chips for example stay nice and crispy, not soggy, as they would be in polystyrene. Not only that, but The Bay found that Vegware's cartons stacked better, never leaked, held their shape really well and most importantly - the customers love them!



“

We were delighted when we found out that Vegware offered low run custom branding. Customers buy with their eyes and the boxes look quality, so they're already expecting a premium product. The customers love it!

”

BIG AWARD WINS

Used compostable packaging now shares one waste stream with food waste, collected once a week by Keenans who take 5 weeks to turn it into quality compost used by Aberdeenshire farmers.

Boosting sustainability at The Bay has helped them stand out and win awards, such as the sustainability prize and the top prize at the National Fish and Chips Awards in 2013 and the SRA 2014 Environmental Award.

“

I told the judges about working with Vegware, about our food waste recycling and our carbon footprint. It was The Bay's commitment to the environment that made us stand out and win the top prize.

”



22 MEMBERS OF STAFF

40+ AWARDS

5,600 CUSTOMERS A WEEK

“

There is no point in trying to produce the best fish and chips that you possibly can and telling customers about the sustainability of your ingredients, only to pack them into a polystyrene box so the food sweats and the rubbish ends up being sent to landfill.

Something many friers don't understand is that cardboard packaging is only recyclable before any food goes into the box. Once food has come into contact with it, the box has to go to landfill. Only compostable packaging can be recycled into compost as food waste – that's why we use Vegware!

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**CALUM RICHARDSON,
OWNER,
THE BAY FISH & CHIPS**



WHY BREATHEABLE MATERIALS PERFORM BETTER

Vegware	Polystyrene
Breathable - chips stay crispy	Not breathable - causing condensation, making food sweaty and soggy
Certified compostable - biodegrades within 12 weeks	Can take up to 500 years to degrade in landfill
Recycle with food waste, with help from The Food Waste Network	No route to recycle once contaminated with food
Made from natural, renewable materials	Made from finite oil-based plastic
Space efficient stacking	Very thick so takes up a lot of room
Certified food safe	May contain toxic chemicals which can leech into hot foods
Strong and sturdy even when full	Collapse when stacked

THE BAY GOES GLOBAL

There's no stopping them!



Since being voted Britain's best eating experience, and consequently the best fish and chip shop in the world by Lonely Planet, in August 2018, there's no stopping The Bay!

From leading the charge on local, sustainable sourcing, to championing hospitality careers, The Bay remain focused on their mission - to serve truly fantastic fish and chips, whilst looking after our beautiful planet.



CONTACT

+44 (0)330 223 0400

environmental@vegware.co.uk

www.vegware.com

@vegware     