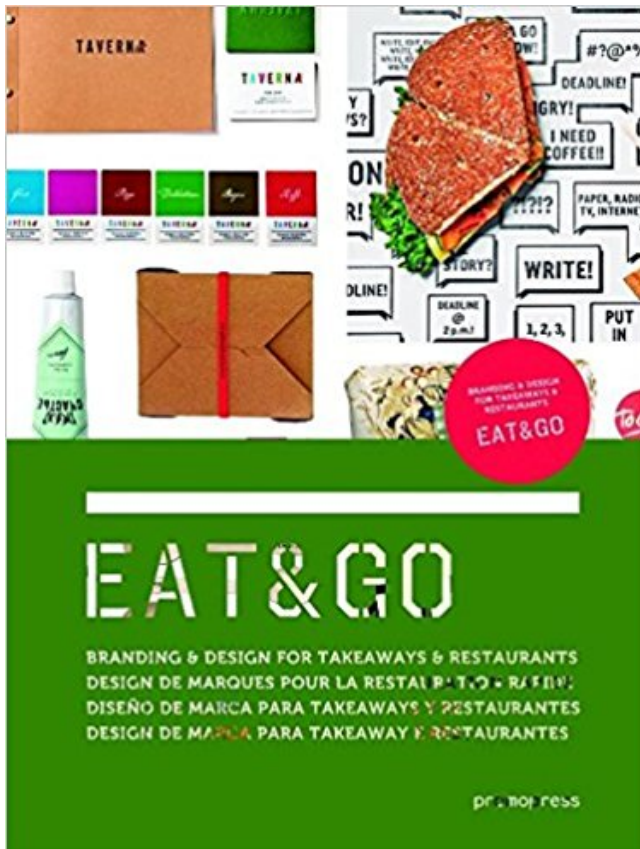


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Dans le monde entier, le marché des plats à emporter ne cesse de croître. Les enseignes de restauration rapide se multiplient et les restaurants traditionnels proposent de plus en plus cette formule. Cette nouvelle donne pose un véritable défi à l'industrie de la restauration et aux créatifs appelés à concevoir et à fournir aux clients des solutions de packaging adaptées leur permettant de transposer chez eux l'expérience du restaurant. Mais par dessus tout, le packaging doit intégrer et transmettre efficacement l'identité de la marque et l'esprit de la société qu'il représente grâce à une conception graphique attrayante et originale. Par le biais d'exemples variés de boîtes, contenants, couverts, serviettes, cartes et invitations, Eat & Go explique avec originalité comment renforcer un concept, non seulement en proposant un excellent produit, mais aussi en soignant tous les aspects tels que la manière dont il est présenté, protégé, emballé et transporté.



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