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Dempson Crooke fuels grab-and-go wraps with the Artisan 2 Tortilla solution

Packaging innovator, Dempson Crooke Ltd, has introduced a new stockline of film-lined paper bags to support the Artisan 2 Tortilla insert from Anson Foodservice. This is the second time Dempson Crooke has worked with Anson Foodservice on an initiative for the food-to-go sector.

The first time saw the launch of a paper bag to support the Artisan 2 insert for sandwiches. The addition of the Artisan 2 Tortilla™ bag extends the Artisan range and makes it widely available to the foodservice market, including smaller, independent cafés and sandwich shops.

As its name implies, the Artisan 2 Tortilla insert and bag have been specifically designed to package filled wraps and tortillas, a sector of the food-to-go market that is experiencing sustained growth as an alternative to the traditional sandwich. Growth is being driven by consumer demand for new flavours, such as ethnic fillings, healthier (lower fat and calorie) options and smaller, shareable portions.

The Artisan 2 Tortilla packaging solution will help promote further growth in this sector through optimum presentation and preservation of the product. The tortilla or wrap sits within the rPET insert from Anson and is then placed within the purpose-designed bag from Dempson Crooke. The bag is film-lined for freshness and may be heat-sealed to promote longer shelf life of the product. The addition of the bag is the key ingredient in that it facilitates grab-and-go service, preserves the freshness of the food, extends its shelf life and

offers bespoke presentation. The bag may also be printed with the retailer's own logo if required.

Paul Laskey, sales and marketing director of Dempson Crooke said, "We are delighted to have partnered with Anson for a second time in the development of a family of Artisan products. I hope there will be more to come as, with our heritage of innovation and years of experience in paper bag production, we are perfectly placed to design paper bags to complement inserts for many other product lines."

Ends



Dempson Crooke's Artisan 2 Tortilla insert and bag

For more information, please contact Dempson Crooke Ltd on 01622 727027 or visit:

www.dempson.co.uk

Notes to Editors:

For editorial, pictures or interviews, please contact:

Suzanne Howe Communications

Tel: +44 (0)203 468 0923

Email: info@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

Company Background

- Dempson Crooke Ltd is one of the UK's leading paper bag manufacturers, serving branded high street retailers and the food-to-go, catering and food processing sectors.

- Founded in 1948, the company has grown to become one of the country's largest and most innovative bag manufacturers, with one of the widest product ranges in the industry.
- We produce a vast range of plain and printed paper bags, paper carrier bags, sheeted paper wrapping products and serviettes.
- We manufacture more than 25 million paper bags in our factories each week and sheet a further 6000 reams (almost 3 million sheets) of papers for the catering and retail sectors.
- We offer custom printing across our full range of products and have recently upgraded to an eight-colour printing press.