



Sustainably packaged, of course: a vegan version of smoked salmon

Gutfried GmbH has been working hard for many years to develop vegetarian and vegan recipes – and is one of Germany's best-known suppliers of meat and sausage alternatives. The packaging concept for its new product, 'WieRÄUCHERLAXXvegan', is also bang on trend: the visually appealing MAP packaging is certified as recyclable, thanks to its use of PP-based high-performance film. In addition, many conventional packaging materials have been replaced, especially by PP, which has a further ecological effect due to the lower CO₂ equivalents of polypropylene.

Healthy and above all sustainable indulgence down to the very last slice? "Absolutely!" says Matthias Gaida, CMO of Gutfried. For a year, its experts focused their efforts on the ingredients, consistency, color and above all taste of this plant-based smoked salmon substitute. It didn't take quite as long for SÜDPACK's film specialists to present an innovative packaging concept whose recyclability meets Gutfried's sustainability requirements. A concept that optimally protects the fragile product, while presenting it in an attractive way. The excellent reclose system also helps to extend the product's shelf life, thereby avoiding food waste.

In veggie forums, WieRÄUCHERLAXXvegan

... has been rated positively since its launch. Feedback from the first supermarkets to stock the product in their branches also sounds promising. "This wasn't a foregone conclusion," says Matthias Gaida. "Because it was a challenge to develop a vegan fish substitute. But we've been researching alternative products for a long time and thus have in-depth knowledge and project experience."

The product looks almost like real salmon, not least due to its color, so what is it made of? "Essentially from starch, rapeseed oil and rice," is the answer. It is produced in accordance with high quality and hygiene standards in the company's veggie factory in Böklund. The vegan ingredients are mainly sourced from European suppliers. Just like the original, the vegan version gets its flavorful smoked aroma as a result of being smoked over beech wood.

“When purchasing the base produce and selecting its suppliers, Gutfried focuses on sustainability. The packaging is also now following the trend towards greater environmental awareness. “As a result of constant partnership-based liaison, the question of recyclable and therefore sustainable packaging is now one of the most important issues in all our customer discussions. We’ve already implemented a number of projects with Gutfried,” says Benjamin Sense, Key Account Manager at SÜDPACK. Matthias Gaida adds: “We’re planning to develop more concepts together. Starting with our range of Gutfried V-products, i.e. our vegan and vegetarian alternatives, we aim to switch to fully recyclable packaging. The next step is to replace our poultry sausage packaging with a recyclable and extremely resource-conserving overall concept.”

Totally sustainable: the innovative packaging concept from SÜDPACK

The WieRÄUCHERLAXXvegan packaging is MAP packaging with a practical reclose system that uses SÜDPACK Pure-Line films. The innovative material structures of this product family are either PE or, as with Gutfried, PP-based – thereby allowing the overall concept to be classified as recyclable in many countries. In this specific case, the recyclability of the packaging has been certified at 94 percent – an aspect that also plays a key role in brand communications.

Maximum performance with excellent functionalities

The perfectly aligned top and bottom webs guarantee maximum product protection and an extended shelf life for the packaged food, as do the excellent seal performance and integrated high barrier against oxygen of this holistic packaging concept. The solution is also extremely convenient. Thanks to its outstanding reseal properties – a feature of SÜDPACK’s Multi Peel films – consumers can easily open and reclose the packaging if they do not want to eat all the slices at once. This keeps the WieRÄUCHERLAXXvegan appetizingly fresh and stops it being thrown away prematurely. “Total indulgence down to the very last slice,” says Matthias Gaida.

The Pure-Line films are also technically impressive, because they can be conveniently processed on standard packaging machines. While Ecoterm rigid film with a thickness of 250 µm has excellent thermoforming properties, the Multi Peel PurePP top web uses considerably fewer resources, thanks to its thickness of 80 µm.

Boasting fresh green and light blue stripes, the print design of the packaging for the vegan salmon substitute differs from the usual packaging color for products made from real salmon. The bright yellow vegan symbol and recyclable certification are prominently positioned and instantly recognizable.

And how long does such a project take?

From the initial idea, to developing and launching the first product, the cooperation project between SÜDPACK and Gutfried took around six months. The project’s rapid success is primarily due to the fact that it was able to use Pure-Line – a product family that is already established on the market and whose material suitability has already been tested on standard packaging machines. “The technical implementation was more of a secondary aspect. The real challenge was to perfectly adapt the properties and functionalities of the films to the specific requirements of the food and the customer’s individual needs in terms of product protection, design and consumer convenience,” says Holger Hoss, Head of Strategic Product Management at SÜDPACK. As you can see, it was a success.





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(Matthias Gaida, CMO at Gutfried)