



W K Thomas Case Study - FishWorks

Boxing Clever

Fishworks, the award winning restaurant chain, approached trusted supplier **W K Thomas**, in October 2007, to design and produce a bespoke picnic box for use by restaurant customers, to carry home the popular 'Fruits de Mer'.

Visually, the picnic box had to have a "wow" factor and the bowls inside had to be highly visible when filled. The challenge was to make the picnic box strong enough to carry up to 3.5kg and accommodate and safely transport bowls of different sizes. The final single solution had to deliver on practicality and be visually appealing to consumers. *"We relish this kind of opportunity as it combines some of our key capabilities of in-house design, product knowledge and prompt response, which is geared to ensuring complete customer satisfaction first time"* says **Peter Crown, Managing Director, W K Thomas**.

FishWorks' Jo Harvey, Marketing Manager, and Paul Goodale, CEO, had both worked with **W K Thomas** when they were with Conran Restaurants, so the company's capability to solve this type of challenge was already a known factor.



As expected, the design team rose to the challenge and developed a carry handle pack, with a glued envelope base and a simple but effective "clamp" feature that ensured the bowls were secure in transit. A 450micron carrier board material was used for strength. The entire research and development process took several months to complete but once designs were approved, the finished product was produced in 18 working days.

"We wanted to create a new product that had the "wow" factor. Working together with W K Thomas we were able to deliver a great concept, which ticks all 'boxes'" says **Jo Harvey, Marketing Manager for FishWorks**.

From Shore to Door



FishWorks, the award-winning restaurant chain, is renowned for delivering high quality fresh fish straight from Brixham to your door, within hours of being caught. Originally founded as a specialist fishmonger in Bath in 1995, two years later **Mitch Tonks** the owner added a seafood café and began running cookery courses.

The group continues to grow to this day, having just opened its 13th outlet in Swallow Street, London. **FishWorks** now offers one-day cookery courses in its dedicated cookery school in Richmond, Surrey, as well as from the Bristol and Christchurch restaurants.

W K Thomas is a leading distributor of packaging, disposables and other non-food products to the airline catering and HORECA (Hotels, Restaurants and Cafés) sectors in the UK. Packaging that is bespoke designed or off the shelf is available by calling **W K Thomas on 0208 391 2211 or visit www.wkthomas.com for further information.**

Footnote

Awards won by Fishworks include:

- Mitch Tonks awarded 2006 – Tatler Restaurateur of the year
- 2005 – Best London Seafood Restaurant, Chiswick – ITV London Restaurant Awards
- 2003 – Shortlist for best new London Restaurant, Marylebone – ITV London Restaurant awards
- 2000 Best Seafood Restaurant in the South West – Good Food Guide
- 1998 UK's Best Fishmonger – Food from Britain and Country Living