AT BRAZIL-BASED FAST FOOD CHAIN, PACKAGING IS EDIBLE

FOOD & DRINK

A marketing campaign for Bob's fast food chain in Brazil has come up with a way to avoid litter and waste – by making its packaging edible.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just **£39 per month***

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
- Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here

Download PDF