

At Brazil-based fast food chain, packaging is edible



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Packaging is a necessary part of a lot of food distribution, and yet remains an environmental problem when it ends up contributing to landfills and litter. We've already seen projects such as Canada's [Tiffin Project](#), which provides a small re-usable tin for takeaway customers to put their food in, but now a marketing campaign for [Bob's](#) fast food chain in Brazil has come up with another solution – by making its packaging edible.

Conceived with the help of advertising agency [NBS](#), the restaurant franchise wrapped its burgers in a kind of rice paper that can be eaten along with the burger. Instead of unwrapping the food, customers were able to simply bite into the wrapped product. The idea behind the campaign was to illustrate the irresistibility of the burgers, but – according to the company – there were no wrappers left in the restaurant following the campaign, suggesting the concept could provide an environmentally-friendly solution to litter.

Although the taste and texture of the paper may not have complimented the burger, Bob's took a step towards combatting the sustainability problem with packaging. Could this campaign be implemented more permanently?

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