Notpla launches its range of seaweed-coated packaging with Bidfood Catering Supplies to significantly accelerate the availability of truly sustainable packaging across the takeaway food service industry.

- Notpla - the UK-based sustainable packaging pioneer and winner of Prince William's Earthshot Prize 2022 - has secured a listing of its food service packaging with Bidfood Catering Supplies, expanding its reach to as many as 45,000 caterers and food service businesses around the UK.

- Notpla Coating - a seaweed-derived formulation - provides paperboard used in food packaging with similar grease and water-resistant qualities as plastic, but offers users simple, guilt-free disposal options, either through home-compost or by being placed in paper recycling streams.

- The collection of seaweed-coating packaging has been recognised as the "Innovation of the Year" at both the UK Packaging Awards 2022 and the Responsible Packaging Expo Awards 2022.

Notpla has secured a listing with wholesale giant, Bidfood Catering Supplies, to distribute its innovative, truly sustainable takeaway food boxes to thousands of food service customers across the UK. This new collaboration supports Notpla’s ambition to cut off single-use plastic at source and provide a truly sustainable solution in its place. The range is available to order via Bidfood Direct - the company’s wholesale platform - to all UK customers from the 4th May.

Notpla takeaway food boxes are lined with a unique solution, Notpla Coating, the London-based firm's most industrially advanced product. This coating is made from seaweed - one of nature's most sustainable resources- and plant extracts. Globally abundant and fast-growing, seaweed doesn't require fresh water or fertiliser and does not compete for arable land, unlike many land-based natural crops. Seaweed also reduces
ocean acidification and effectively absorbs carbon, making it one of our greatest weapons against climate change in the foodservice industry.

In line with the EU Single-Use Plastic Directive, which aims to ban synthetic materials such as PLA, PHA and other bioplastics, Notpla Coating enables the packaging to be recycled without contamination in existing paper streams, or thrown in a home compost. Designed to disappear, Notpla Coating contains no plastic or “forever chemicals” such as PFA, ensuring no harmful traces will be left behind in the environment.

Bidfood is introducing six Notpla seaweed-coated packagings to its catalogue, designed based on the most common shapes and sizes used in the takeaway food service industry. This addition will allow Bidfood’s customers to substitute their plastic-lined packaging options with ease and provides a direct response to the rising demand from consumers for transparency in what their packaging contains and a guilt-free way to consume their favourite takeaway food. Their listing comes following the UK government’s announcement that it would be banning the supply of a range of single-use plastics in England from October this year.

Notpla anticipates more listings and wider international distribution in 2023 to meet the demand for their sustainable packaging from both consumers and the industry. In-market success has already been well-proven by the company through its long-term partnership
with Just Eat Takeaway.com. This collaboration expanded from a pilot of seaweed-coated packaging in three London restaurants in 2019, to adoption across eight European markets and over 3 million takeaway food boxes ordered by Just Eat restaurant partners.

Andrew Dorney, Head of Catering Supplies at Bidfood said:
“Bidfood Catering Supplies are really excited to be partnering with Notpla, launching their fantastic seaweed-lined food-to-go packaging. We already boast a comprehensive range of PE, PLA and Aqueous lined board products, but by adding Notpla’s innovative and exciting alternative to plastic, we’re taking even greater steps to drive sustainability and provide more choice for our customers, regardless of waste stream.”

Tristan Kaye, Commercial Director of Notpla said:
“This expansion of distribution will enable even more UK consumers to vote with their forks and choose businesses who put sustainability first, also making life simpler for those business owners ensuring they don’t fall foul of October’s impending legislation changes. We’re delighted to be working with Bidfood who share our vision for a sustainable future and who are taking real action to make a positive change across the foodservice industry.”

For further information, or to arrange an interview:

**NOTPLA**
Margaux Deguerre  
margaux@notpla.com

**Bidfood**
Michaela Bateman  
MichaelaBateman@bidfood.co.uk

**Notpla Press Pack**
**Relevant Photography**

**About NOTPLA**
[www.notpla.com](http://www.notpla.com)

Notpla creates truly sustainable packaging solutions from seaweed and plants that disappear naturally, giving consumers the convenience of single-use, without the plastic waste. Winner of the prestigious Earthshot Prize, Notpla are famed for their edible liquid packaging, Ooho, their takeaway box coating and single-use film sachet replacements. To date, their solutions have already replaced 2.8 million pieces of single-use plastic from entering our environment.

**About Bidfood**
[www.bidfoodcateringsupplies.co.uk](http://www.bidfoodcateringsupplies.co.uk)

Catering Supplies is part of Bidfood, which allows our customers to have consolidated deliveries with their food and drink order plus easy browsing of our range via our online catalogue available at [www.bidfoodcateringsupplies.co.uk](http://www.bidfoodcateringsupplies.co.uk), giving you a comprehensive and competitive everyday range.