

WFT85BCG11 Tray Sealer a “Gamechanger” for Ready-Made Meal Business.

Overview

Several years ago, founder and head chef Nikki of Nourished Herbivore began cooking meals for time poor family and friends. Being vegan herself Nikki cooked 100% plant-based meals that were tasty, but also healthy and nourishing as the business name suggests. Friends and family loved the home cooked vegan meals and from these small beginnings the business grew and became a full-time venture. Nourished Herbivore now delivers vegan ready-made meals to customers from the NSW central coast to Newcastle suburbs.

Nourished Herbivore taps into a growing trend, veganism is on the rise in Australia and around the world for both health and ethical reasons. While the Nourished Herbivore product is the ideal ready-made meal solution for vegans, the meals are also perfect for health-conscious consumers looking for a convenient way to reduce their intake of meat and other animal products. Nikki estimates between 70 and 80% of her customers fall into this “flexitarian” diet category.

The Challenge

Initially, Nikki was only looking for a durable and secure packaging solution for her ready-made meals to ensure they were delivered safely to her customers. Nikki purchased an entry level, manual tray sealer from Wedderburn. The WFT54BCA9 manual tray sealer “100% did the job I wanted it for”, said Nikki, providing a quality seal for the trays ensuring the meals were delivered without spills or leaks.

However, as the business and customer base grew, Nikki needed to start cooking earlier for the next week’s deliveries and the equipment requirements changed.

HIGHLIGHTS

- **About Nourished Herbivore:**
A ready-made meal delivery business with a difference! 100% plant-based meals, serving the NSW central coast and Newcastle area.
- **Industry:** Ready-made meal delivery
- **Company Size:** Small business
- **Location:** NSW Central Coast
- **Solution:** WFT85BCG11 Tray Sealer

Cooking earlier meant the Nourished Herbivore meals needed to stay fresh for longer, without the use of preservatives and additives. Nourished Herbivore now needed a more advanced tray sealer that not only provided a quality seal, but also extended the shelf life of the product.

The Solution

Sales representatives Adam Hosford and Graham Cunningham understood Nikki’s new requirements and recommended an upgrade to the new WFT85BCG11 semi-automatic tray sealer. It is ideal for ready-made meals with a modified atmosphere packaging (MAP) function to extend shelf life and a small enough footprint to suit the Nourished Herbivore kitchen.



The key features of the WFT85BCG11 tray sealer include:

- semi-automatic
- simple and easy to use
- consistent, professional finish for trays
- MAP (gas) extends the product shelf life while retaining taste, without the use of additives or preservatives
- use with or without MAP setting, depending on your requirements
- efficient speed with 8-10 trays per minute (2 across, 4-5 seals per minute) with MAP
- extended drawer width caters to different tray sizes, suitable for all standard size trays
- no air compressor required, small compressors are noisy and large industrial compressors are a significant additional cost

The Results

Nikki describes the new tray sealer as a “game changer” for her and her business.

Now, instead of spending her whole weekend cooking and missing out on time with her young family, Nikki has been able to bring her cooking days forward thanks to the WFT85BCG11 and its MAP functionality. With the WFT85BCG11 tray sealer, Nourished Herbivore meals are kept fresher for longer with a shelf life of over ten days, while retaining that great taste that her customers expect. This game changing solution has meant Nikki can continue to grow her business. Her customers are thrilled because they can get their quality vegan meals delivered on Mondays to start their week and Nikki has rediscovered her work life balance.

In addition to extending the shelf life of her product, Nikki can seal her meals quickly with the sealer able to process 8-10 trays per minute when using the MAP functionality. Nikki is also confident that the products have a quality seal, so there is no need to worry about spillage or leaks before the meals are delivered to customers. Importantly, the meals are also consistently presented with a professional finish, which does her brand justice.

While Nikki is thrilled with the results of the tray sealer, she also could not speak highly enough of the Wedderburn sales and support team, citing local support as one of the key records she wanted to work with Wedderburn.

“Local support was really important to me when choosing a supplier and the Wedderburn team has been fantastic, I wouldn’t hesitate to recommend them. There’s always someone to call or email if I need any assistance and they’ve put me in touch with a great supplier for the gas who has also been really helpful. They’ve clearly also chosen the right industry people to work with.”

- Nikki, Owner and Head Chef of Nourished Herbivore.



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For more information on the WFT85BCG11 Tray Sealer, contact
Wedderburn on 1300 970 111.