

THE MOST AUTHENTIC TASTE OF TAKEAWAY



Takeaway is playing a central role in the activities related to the food industry, from gelato and pastry shops to the entire food sector. Medac, the Italian company that for over sixty years has offered innovative solutions for takeaway, has now expanded its offer with the line "In Brown". This is a complete range of containers for both cold and warm foods, which stands out thanks to its reference to most genuine culinary tradition: the line In Brown is designed with a "kraft" paper colour, which recalls the authenticity of carefully selected natural ingredients.

The range currently consists of gelato cups, cups for warm drinks, and containers for French fries and foods, and it is constantly evolving to meet the emerging demands of the market. Tower In Brown, an innovation space-saving

container that is developed vertically, is the forerunner of the line In Brown. Launched on the market about a year ago, it represents a practical packaging solution for managing baked goods. It effectively protects food during delivery transportation or during on-the-go consumption. In addition to its unique appearance, the container doesn't need a lid

but is closable with the top flaps with an easy hand gesture.

This design solution means that you don't need additional packaging accessories, such as trays, wrapping paper and ribbon.

Tower In Brown is available in two sizes: 630 ml and 800 ml.

The line In Brown arrived also in gelato shops, bringing a breath of tradition and perfect for shops that are attentive to authentic and genuine products. This line of cups is particularly extensive: it includes seven sizes, ranging from 93 ml to 1060 ml.

