

From Sea to City: Sustainable Seafood Packaging for Keltic Seafare

From the fishing boats of the North-West Highland Coast of Scotland to the tables of Michelin-starred restaurants, Keltic Seafare delivers some of the UK's finest shellfish.

Based in Dingwall near Inverness, the company specialises in live langoustines, lobsters and hand-dived scallops, caught using traditional creel pots and divers.

Their catch is shipped overnight in refrigerated transport to top restaurants, where next-day freshness is essential. In such a fast-paced supply chain, packaging plays a critical role - marking the beginning of the collaboration between Smurfit Westrock and Keltic Seafare.

A quest for sustainability

Keltic Seafare approached Smurfit Westrock seeking a custom, sustainable seafood packaging solution.

They had recently switched from expanded polystyrene (EPS) boxes to a solid board packaging design with an insulated foam liner. While this reduced their reliance on EPS, it introduced new challenges: the boxes lacked any Keltic Seafare branding and were not fully optimised for sustainable disposal by their high-end restaurant customers. With many of their Michelin-starred clients based in Central London, the ability to easily separate and dispose of it in standard municipal recycling bins was a key requirement.

Also, with **55%** of people willing to pay more for sustainable brands (USwitch) and **84%** of customers saying that poor environmental practices will alienate them from a brand or company (TheRoundup), businesses like Keltic Seafare need to align their offerings with the growing demand for eco-conscious business practices.

They needed packaging for seafood delivery that was recyclable, moisture-resistant, and capable of protecting live shellfish over long distances - all while enhancing their premium brand image and supporting their sustainability goals.

An insulated, recyclable solution

The team at Smurfit Westrock Tannochside near Glasgow created a fully recyclable, insulated packaging solution that keeps Keltic Seafare's live shellfish and scallops perfectly protected while showcasing their commitment to sustainability. **The outer cases feature a moisture-resistant coating that shrugs off seawater and wet handling, keeping the boxes strong and the printed branding pristine from Dingwall to delivery in London.**

Inside, clever integrated corrugated insulation and optimised gel pack placement maintain the low temperatures required for live langoustines, lobsters and scallops, delivering the thermal performance of EPS without its environmental drawbacks. For Keltic Seafare, this means fresher arrivals, happier customers, and a stronger reputation with high-end restaurants, strengthening their reputation, and reinforcing their position as a premium, eco-conscious supplier.



From sea to shore

For Keltic Seafare's delicate langoustine shipments, the solution features a dual inner box system with divisions to keep shellfish secure and separated.

These inner boxes are wrapped with T-piece liners and gel packs, creating a fully insulated chamber inside the outer case that maintains the required cold chain from the Scottish coast to the restaurant kitchen.

Scallops are packed directly into the barrier-coated, insulated outer case with gel packs, arriving in peak condition while the moisture-resistant, fully recyclable design safeguards the packaging and branding throughout transit.

By integrating insulation into a recyclable, moisture-resistant design, Keltic Seafare now enjoys improved protection, and packaging that aligns with their eco-conscious ethos.

Following successful packaging trials and **100%** customer satisfaction, the new solution has strengthened Keltic Seafare's reputation with high-end clients and demonstrated that sustainability and performance can go hand in hand.

“Working with Smurfit Westrock Tannochside ticked every box for Keltic Seafare.”

Robert MacKinnon,
Procurement Manager, at Keltic Seafare.

“The team created seafood packaging that perfectly balanced our need for eco-conscious packaging, whilst also boosting ease and speed of assembly, branding and customer satisfaction.”

Aishling Bradford, Business Development Manager
at Smurfit Westrock Tannochside, added:

“The seafood packaging solution Smurfit Westrock Tannochside created for Keltic Seafare shows that moisture-resistance and temperature-control doesn't have to come at the cost of branding, speed and sustainability. This was a challenging project at times, as Keltic Seafare had a lot of requirements that needed to be met, but it enabled us to truly put our design skills to the test, without compromising on any key features.”

If you're looking for seafood packaging that keeps your catch fresh, protects your brand, and supports your sustainability goals, get in touch with our packaging experts today to discuss a solution tailored to your business success.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)