



CASE STUDY

LOCARNO'S TO-GO

ELEVATING FOOD PREP WITH COMPOSTABLE PACKAGING

Locarno's To-Go is a husband-and-wife food prep business in Central Vermont, serving ready-to-eat meals since 2022. As their business grew, they needed packaging that better reflected their brand and product quality.

Initially, they used aluminum pans, which worked but created uncertainty among customers about disposal. Seeking a sustainable solution, they transitioned to Good Start Packaging.

"We chose Good Start because of their durable products, the variety of sizes, and great prices," co-owner Melissa Locarno shared. "We love that they're compostable while maintaining excellent quality, proving sustainable packaging can be a dependable choice."

The switch allowed Locarno's to package everything from lasagna and burritos to mac and cheese without compromising performance. The containers hold up well with sauces and heat, maintaining structure without sogginess or odor.

Customer response quickly shifted from hesitation to enthusiasm. "Our customers were unsure at first, but they were surprised by how durable it was and how well it reheats."

Items like the pizza rounds stood out, offering easy oven reheating and convenient storage. By switching to compostable packaging, Locarno's To-Go improved customer experience, strengthened brand perception, and reduced confusion around waste.



"Compostable, durable, and reliable. Our packaging finally reflects the quality of our food! It performs under heat, holds sauces perfectly, and makes every meal look as good as it tastes." — Melissa Locarno, Owner at Locarno's To-Go



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