

## Chapter 9

# From Gourmet to Gift

It's so easy to turn your fabulous desserts and creations into elegantly packaged gourmet gifts. To accomplish this, you need to know where to find gift packaging and how to choose appropriately for business gifts, personal gifts, and other special occasions. Once you have the right packaging, knowing how to combine product with packaging is the key to producing tasteful, beautiful gifts. The amount you would usually charge for an item can be increased substantially when it's gift packaged. Offering gourmet gifts is a great opportunity to increase your income and customer base.

### INSIDE PACKAGING

Professional, elegant gift packaging starts on the inside of the package. You'll need to learn how to package so that your product is protected. There are several different methods and materials that can be used. It's impossible to discuss all of them in detail, so here is an overview that includes a few tips and suggestions. As your business progresses, take a little time to research and try out different packaging ideas.

When creating inside packaging, your concerns should be appearance and freshness, as well as protection from tampering, germs, extreme weather conditions, or possible mishandling during delivery or shipping. The most popular types of inside packaging are quality, food-approved cello bags, restaurant-quality food-service film, shrink bags, and shrink-wrap. If you feel that your products require custom packaging, there are companies that specialize in finding or creating exactly what you need. See the "Where to