



Think ahead.

What could the right napkin do for your guest's experience?



“How do you make a dessert taste sweeter? Instead of adding sugar, try serving it with a coral napkin”



How do colours affect the flavour of your food?

Did you know that colours can have an important impact not only on how guests perceive a restaurant, but also on how they experience the taste and aroma of a dish? Pairing your food with the right colour is a great opportunity to bring every course to life, ultimately improving the entire guest experience.

To help you take advantage of that opportunity, we teamed up with food stylist and chef Linda Lundgren. Combining expertise in both taste and style, her clients range from high-end restaurants to the international food industry and gastronomic magazines. Linda Lundgren used the four latest napkin colours from our premium napkin range, Tork Linstyle®, and composed a course to go with each of them.



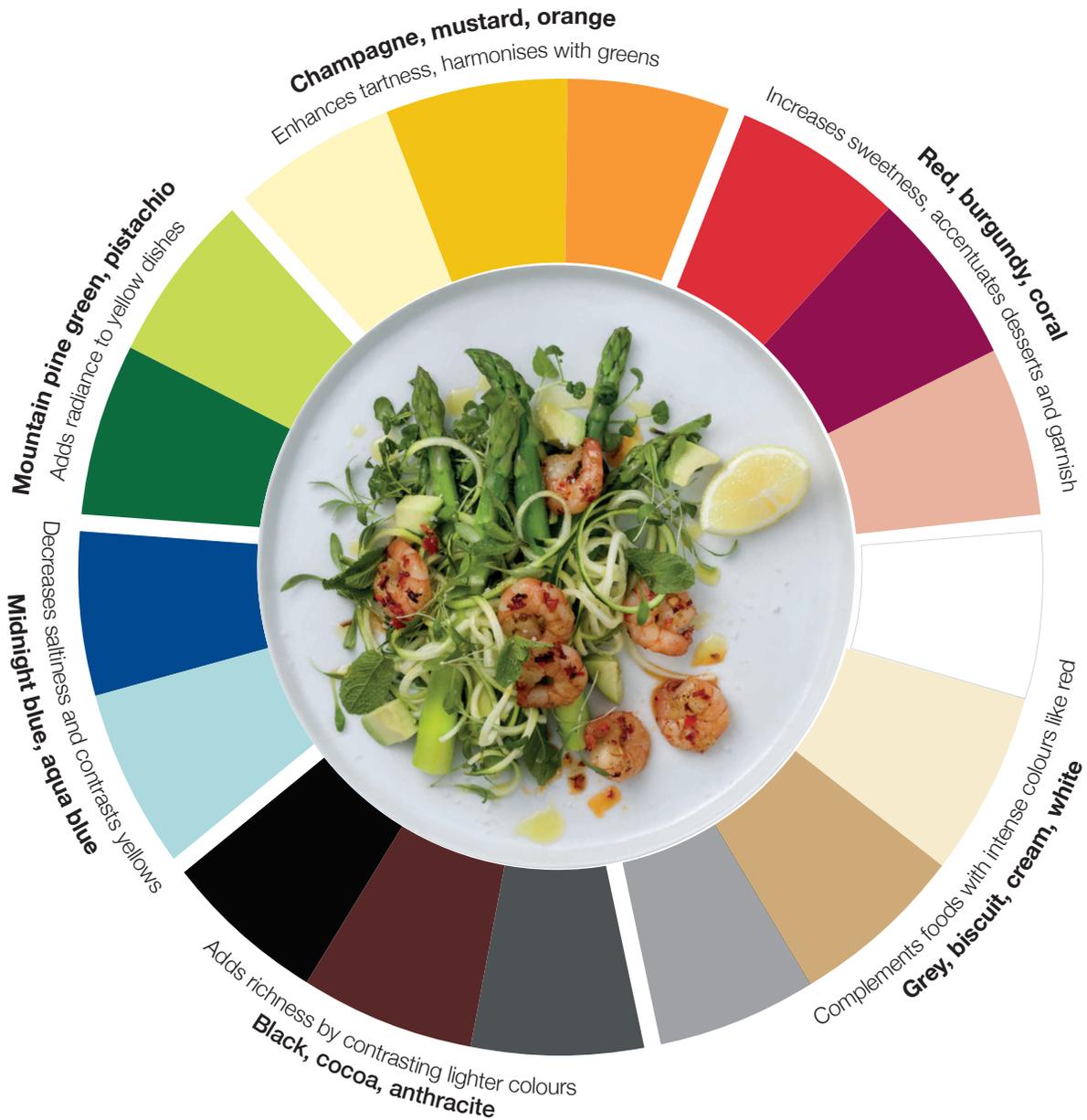
Getting it right

The perfect food and napkin combination will really make the meal you serve stand out, so it's worth experimenting a bit to get the colour right.



Pairing colours and cuisine

Take a look through this colour wheel based on our LinStyle napkin range for inspiration on how to use colours to enhance flavours and fulfil the potential of every plate you create. Then flip the page to learn more about LinStyle and see the napkin colour combinations at work with delicious dishes prepared by Linda Lundgren.



Champagne, mustard, orange

Yellow enhances tart flavours, meaning it goes well with fish and seafood, and the warm colour pairs well with greens, harmonising with fresh sprouts and salads.



Red, burgundy, coral

Reds and pinks decrease bitterness and make dishes taste sweeter. They pair perfectly with desserts, especially to bring out strawberries or other red garnish.



White, cream, biscuit, grey

White and other fairly neutral colours complement cuisine like red sauces, beef and tomatoes – forcefully coloured food that stands out by itself.



Pistachio, mountain pine green

Greens harmonise with yellow foods since both are warm colours and share pigments, meaning green napkins will add radiance to dishes like a curry or a saffron fish soup.



Midnight blue, aqua blue

Blue makes dishes seem less salty, and brings out yellow and orange as contrast colours, working beautifully with Indian food, French fries, Béarnaise and more.



Black, cocoa, anthracite

Darker colours provide a luxurious contrast to lighter table settings and food, giving light-coloured foods like Mediterranean cuisine a richer taste.

Tork LinStyle

The feeling of linen with the benefits of single-use

For restaurants that want to give the luxurious look and feel of linen but prefer single-use napkins, Tork LinStyle is the perfect match. Our premium LinStyle napkins are significantly softer and bulkier than standard paper napkins, and extra absorbent – letting you efficiently create the high-end dining experience that will keep your guests coming back for more.

Key benefits

- Napkins last the entire dinner thanks to exceptional softness and durability
- Save valuable time with our pre-folded or cutlery bag napkins
- Match diverse occasions and menus with a wide range of formats including cocktail napkins
- Reflect the high quality of the menu with a premium look and feel napkin



For Wiping



TORK
EASY
HANDLING™



Pair your menu with the right colours

Dinner 1/4-fold napkins



Dinner 1/8-fold napkins, Cocktail 1/4-fold napkins & Cutlery bags



“ Aqua blue vitalises yellows and decreases saltiness, letting you create a fresh new take on a classic like the steak frites. ”



“ Adding a coral napkin helps bring out the sweetness and ripeness you need for a really rich dessert finale. ”

Anthracite grey

“ A dark shade of grey elegantly accentuates light coloured dishes like this vongole pasta, giving a sense of creamy richness to both taste and hue. ”

Mustard

“ Since both are warm colours, yellow is great to match with green dishes. The combination both creates a harmony and emphasises the freshness of the salad. ”

The right product for the right occasion



XL napkin

- A larger napkin allowing complex folding



1/4 Folded napkin

- Convenient for breakfast, lunch or dinner



1/8 Folded napkin

- Dinner size pre-folded to save time



Cocktail napkin

- Perfect for serving drinks and finger food



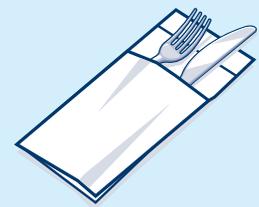
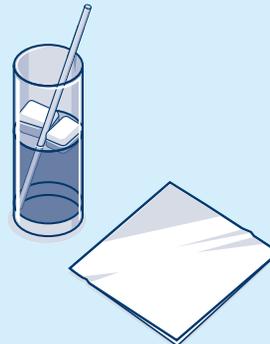
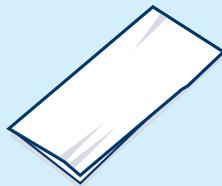
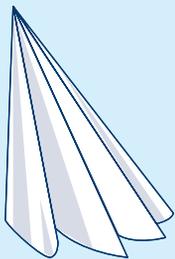
Cutlery bag napkin

- Perfect for outdoor dining, the cutlery inside keeps the napkin in place

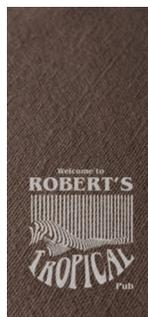


Tork Easy Handling® box

- For easier opening and displaying



Promote your business and reinforce your image with custom prints.



Custom print

Personalise the experience and engage with your guests by custom printing your napkins

75%

of napkin users notice the print*

*Market research conducted by Intermetra Business & Market research group (2012)



Think ahead.

How else can we help?
Get in touch to talk
about your business.

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