



What the right napkin can do for your guest experience



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



How do colors affect the flavor of your food?

Did you know that colors 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 color 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 colors for Tork LinStyle®, our premium napkin range, and composed a course to go with each of them.



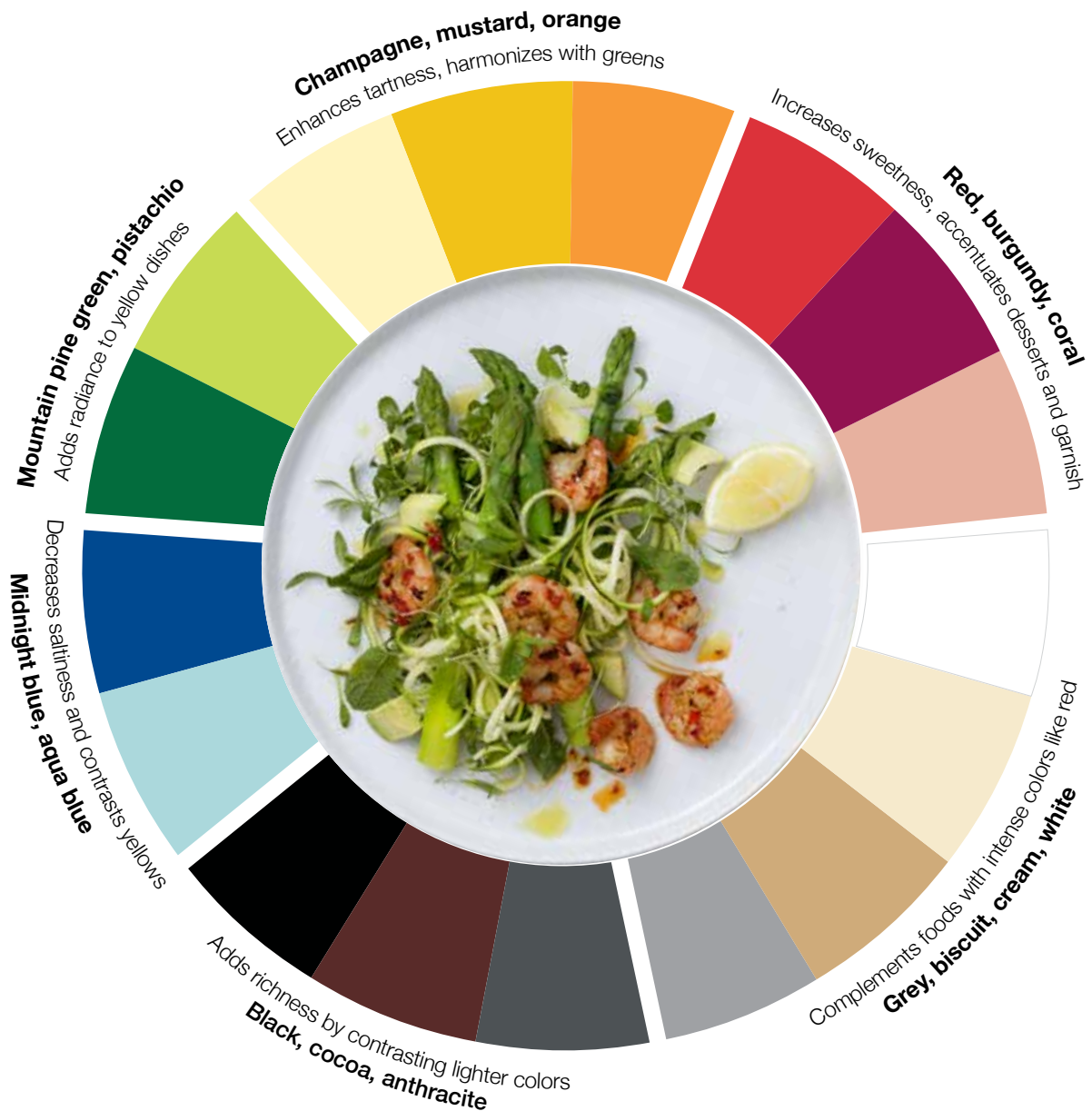
Getting it right

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 color right.



Pairing colors and cuisine

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



Champagne, mustard, orange

Yellow enhances tart flavors, meaning it goes well with fish and seafood, and the warm color pairs well with greens, harmonizing with fresh sprouts and salads.



Red, burgundy, coral

Reds and pinks decrease bitterness and makes 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 colors complement cuisine like red sauces, beef and tomatoes – forcefully colored food that stands out by itself.



Pistachio, mountain pine green

Greens harmonize with yellow foods since both are warm colors 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 colors, working beautifully with Indian food, French fries, Béarnaise and more.



Black, cocoa, anthracite

Darker colors provide a luxurious contrast to lighter table settings and food, giving light-colored 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


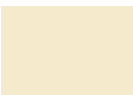

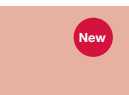

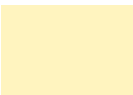

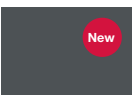









For Wiping



Pair your menu with the right colors

Dinner 1/4-fold napkins

				
White	Cream	Mustard	Pistachio	Coral
				
Grey	Champagne	Orange	Mountain pine green	
				
Anthracite	Biscuit	Red	Midnight blue	
				
Black	Cocoa	Burgundy	Aqua blue	

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

	
White	Black
	
Cream	Burgundy
	
Champagne	Red
	
Cocoa	



“ Aqua blue vitalizes 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-colored dishes like this vongole pasta, giving a sense of creamy richness to both taste and hue.”

Mustard

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

The right size 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



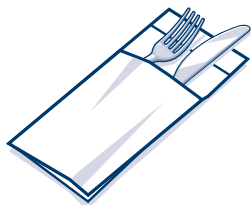
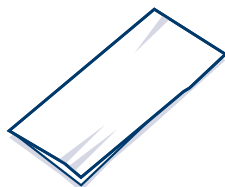
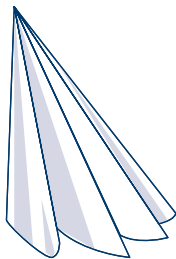
Cutlery bag napkin

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

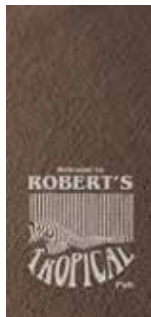
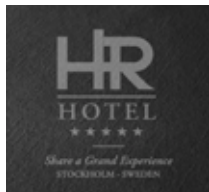


Tork Easy Handling® box

- For easier opening and displaying



Promote your business and reinforce your image with custom prints



Custom print

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

75%

of napkin users notice the print*

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



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

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