

## Tetra Pak Advances Ice Cream Packaging with New Wrapping Solution

12 October 2026 | News

**Tetra Pak Ice Cream Wrap gives ice cream producers a solution made from up to 85% paper**



Tetra Pak is extending its paper-based packaging expertise into the ice cream category with Tetra Pak Ice Cream Wrap, advancing the commercialisation of a wrapping solution developed specifically for ice cream producers.

As consumer expectations continue to evolve, ice cream brands are looking for new ways to stand out and connect with changing consumer preferences. Research shows that nearly a quarter (24 per cent) of consumers globally consider sustainability an important aspect of ice cream packaging, while 16 per cent prefer paper packaging for the category.

Made from up to 85 per cent paper sourced from FSC-certified forests and other controlled sources<sup>4</sup>, the solution expands the packaging choices available to ice cream producers, helping brands stand out on the shelf while delivering the performance needed throughout the cold chain.

Drawing on more than 70 years of expertise in paper-based food packaging and a deep understanding of ice cream production, the wrap has been designed to fit the practical realities of ice cream manufacturing. Its thin profile and advanced multi-layer structure help protect products while using materials efficiently and supporting reliable operations.

Peter Lindstrom, Vice President, Food Solutions at Tetra Pak, commented: "Ice cream is one of the world's most loved food categories, and innovation now extends beyond flavours and formats. Packaging is becoming an increasingly important way for brands to differentiate, attract attention and respond to changing consumer expectations.

Tetra Pak Ice Cream Wrap gives producers a new way to create a distinctive consumer experience, combining the familiar appearance of paper with the functionality required for ice cream products."

The solution is currently undergoing validation with ice cream producers across Europe, including Swedish company Triumf Glass. These trials are helping Tetra Pak assess performance in live production environments and gather consumer insights ahead of wider commercialisation.