



Product packaging and retailer brochure

Refresh the look and build new sales tools

Business

The number one ranked brand of canned specialty fruit, supplied by growers in Oregon's Willamette Valley

Audience

Consumers and retail buyers of upscale fruit products in grocery and gift channels

Challenge

Market a limited-quantity, unique line of berries into upper-end gourmet markets and traditional supermarkets accustomed to fast-turning items. Create a distinct, upscale brand identity for the Limited Harvest® line to help it stand out next to other canned fruits on the grocer's shelf but still recall the Oregon Fruit parent brand. Add elements that support a gift presentation

Strategy

Build a rich, upscale brand identity for Limited Harvest® fruit products with a strong background color, a unique illustration style for the berries and whimsical stories and recipes featuring the fruit. Carry the look through to sales materials for retailers and hang tags for use at point of purchase in gift stores

Results

Strong reception from retailers, distributors and consumers; success in the gourmet and specialty foods markets; long term success and recognition of the brand and labels



Hang tag