



New product meets objectives and builds sales



^ Name and brand development; package design

Business

Manufacturer of frozen vegetables and other food products to foodservice and consumer channels

Audience

Consumers of frozen foods and quick, home-cooked meals; retail buyers in grocery stores

Challenge

Develop a concept for a new value-added frozen food line that fits existing equipment and creates a new category for NORPAC, under the Flav-R-Pac line. Product must grab consumers' attention and fit a niche. Create product name and packaging to attract consumers and motivate retail buyers to take the product in

Strategy

Concepts developed with R&D team for new products, then tested and narrowed down to one. Value-added vegetable mix with sauce identified, named "Just Add" for chicken, ham, shrimp and hamburger.

Packaging emphasizes the convenience, quality and speed of preparation, with color flags to identify flavor variations. Visual emphasis on prepared product supports "glance and grab" from the freezer case, simple instructions support ease of preparation

Results

Number one market share in Oregon and Washington; high marks from both buyers and consumers



^ Instruction panel supports ease of preparation