

Awesome Sauce

Successful Italian restaurateurs wanted to extend their family-inspired recipes into sauces to sell in the retail environment.



Challenge

Carmella's Italian Bistro is a family-owned business that takes pride in its authentic Italian cuisine made from fresh, local ingredients. The company wanted to expand its successful restaurant business to packaged sauces sold at regional retail outlets. The first in the series was the marinara sauce.

Think

We established and positioned the Carmella's brand to tie into the authentic Italian recipes passed down through family generations. The label design conveys simple sophistication allowing the easy product identification against the product backdrop through the clear glass jar.

Create

Working with the label vendor, a matte wine label stock was used to support the premium quality of the sauce. High quality digital printing on the label stock offered economies for initial low quantities and easy changeover for future added flavors.

Connect

The marinara sauce successfully launched and quickly expanded line to include two additional sauces, leading to a 3-sauce variety pack offering. The design, brand architecture, print quality and technical achievement was recognized at the Package PRINTING Excellence Awards as best in "Label-Digital" category.

SCOPE OF WORK

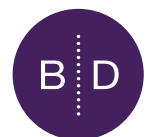
Brand Development

Packaging Design

Packaging Production

Copywriting

Line Extension



BrandDirections

Think. Create. Connect.