

BRANDPACKAGING®

P A C K A G I N G T H A T S E L L S

Market-Driven Innovations

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Versatile packaging preps gourmet foods line for retail

Trays would be simpler, but stand-up pouches differentiate Wally's Food Company from all of the prepared-foods businesses in San Francisco. The packaging nicely suits the outfit's current delivery-only status, but it's also a system that will work with minimal modification when the line hits retail.

Hand tags attach at the top to allow a clear view of the premium contents inside.



Consumers like the system for its ease of use: they simply tear the tag off and place the food in a bowl for heating, with minimal waste. Once at retail, the chosen structure will max out the number of SKUs displayed in the refrigerated case. The clear pouches and color coding (a hue for each food category) will also facilitate purchasing decisions.

"Fresh prepared foods are normally in trays, where you're looking down at the package," says designer Philippe Becker, Philippe Becker Design (www.pbdsf.com). "Here, you're looking at it at eye level which will make it easier to shop."