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VOLUME **3**



Wally's Gourmet food pouches | Wally's Food Company

Businessman-turned-Cordon-Bleu-chef Wally Cheng prepares gourmet food to order, and he wants his packaging to reflect the quality and style of the contents. He also wants the packaging to work with minimal modification when the line eventually hits retail.

A clear, sealed polypropylene pouch lets the prepared food show its quality to its advantage; the stylish, colorful 120-pound header cards (there are four: for appetizers, entrees, sides and desserts) attach at the top and add substance, color and branding. The final touch is a small self-adhesive label containing a list of contents, preparation dates and reheating instructions. The label is printed and applied in Wally's kitchen after the package has been filled and sealed. The result is at once simple, elegant and practical.

Once at retail, the structure will maximize the number of SKUs displayed in the refrigerator case. The clear pouches and color coding (a hue for each food category) will also facilitate purchasing decisions. And that's just what the chef ordered.

Package design | [Philippe Becker Design, Inc.](#)

Film pouch | [Pactech Packaging](#)

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