

**Creative Toolkit for vegetable spreads range**

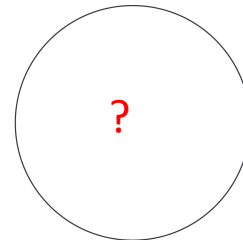
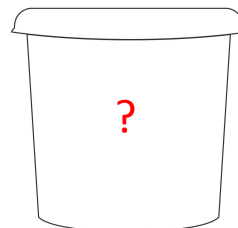
**Create a new brand and packaging for the UK**

## The brief:

Change the current European design to new, fresh packaging for the UK



Image 1. Current (cluttered) designs suitable for Europe



? = new design to be designed by You!

Image 2. The start of a new (transparent) packaging to be designed for the UK

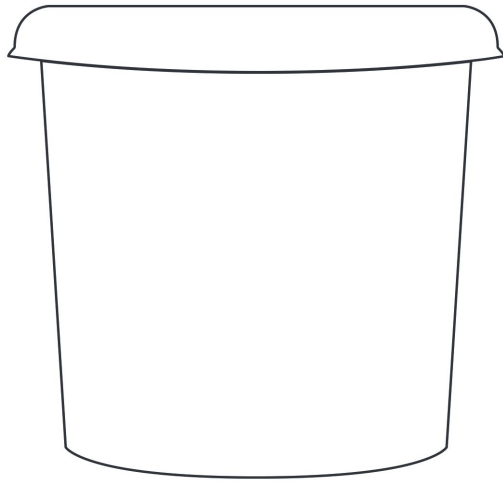
The range in the UK will consist of 3 variants,  
and will be launched under a new brand and a new fresh design,  
created by you!



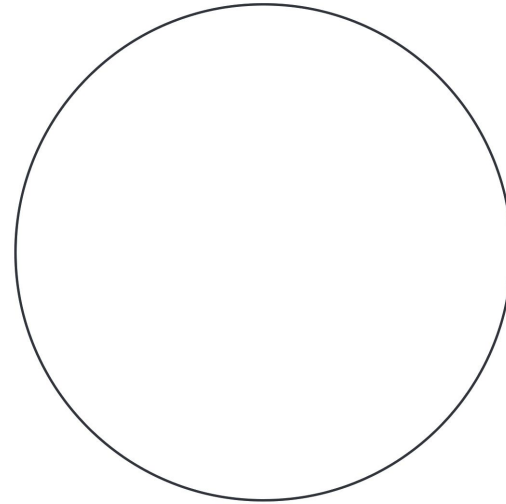
The UK range will include 3 **international flavours**:  
Ratatouille (France)  
Chargrilled Aubergine 'Baba ganoush' (Middle East)  
Butternut Ras el hanout (North Africa)

**Packaging  
dimensions and colour details**

# Flat pack design



**Container  
(+lid)**



**Lid**

# CONTAINER AND LID DIMENSIONS

Colour of container: Transparent (see-through). If a sleeve is used for the branding/design, a window is required to show the product inside.

Colour of lid : Transparent or solid



**Container**  
**CSE81-210**

**CSE81lid**



**Lid**  
**CSE81lid**

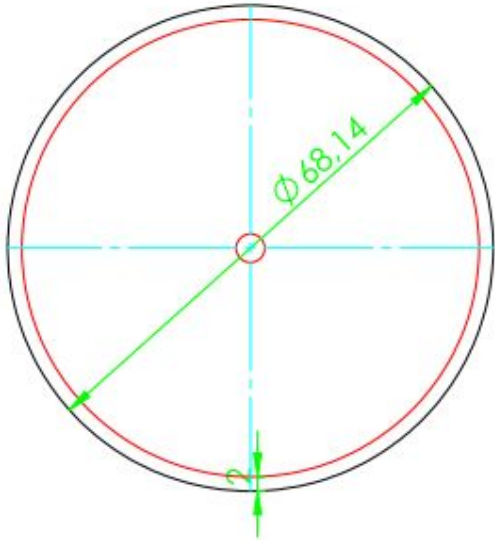
<b>Product</b>	<b>418</b>	<b>419</b>
Dimensions (l*w*h in mm)	ø81 x 69	ø84,9
Weight (gr)	12,7	3,5
Volume to rim (ml)	210	n.a.
Volume under lid (ml)	n.a.	n.a.
Material	PPC	PPC
Colour	white K500K	white K500K
Closure Type	seal	seal
Product drawing number	0	0
Handle (option)	no	no
Handle weight (gr)	-	-
IML decoration	High End pasteurization	High End pasteurization
IML drawing number	0	0

# LABEL DIMENSIONS – CONTAINER AND LID

Outside red lines no text just illustrations or colour/decoration



**CONTAINER LABEL (SLEEVE)**



**LID**

## **Examples of UK spreads products**

**Houmous, pâtés & other dips**



# Houmous



# Examples of other dips



# Meat-based pâté



# Vegetable-based pâté

