

the Product Rocket

Marketing Mission

Client: Christopher Brooks Distinctive Foods, Edmonds, WA

Mission Challenge: Create a unique and marketable theme, memorable name and desirable product merchandising for new brand. Design series of English iconic images for use in private label programs.

Deliverables:

- Brand name and identity for Elizabethan Pantry
- Packaging labels
- POP Shelf Talker/recipe pad display
- Recipe Pad
- Table Tent
- Merchandising program for Elizabethan brand
- Series of English icon Name Drop labels for Private Label re-sellers
- Merchandising Program for Name Drop/Private label programs

Blast off!

These new programs were introduced to resellers at the March 2005 Take Me 2 Tea trade show in Las Vegas, and will also be featured at June's International Fancy Food Show in New York.



PO Box 70872
Seattle, WA 98127

P: 206-297-5583

F: 206-297-5584

www.TheProductRocket.com

