



## The gift of great food

James Whelan  
Brand revitalisation

One of Ireland's most respected family of farmers, butchers and culinary stores looked to us to help create a more premium looking image.

In doing so James Whelan has been able to build a legacy brand, securing a place in the minds of Irish consumers and retailers.

A strategy was developed around their incredible passion for farming, the art of meat management and cooking. 'Joyful Connection' between producer and consumer is the mantra that Pat Whelan uses to convey the natural unadulterated process that happens from field to plate to bring his customers meat excellence.

The new brand logo embodies this journey and creates a seal of Irish-born excellence. The packaging is designed around the theme of a simply wrapped gift in each case.

Brand Positioning  
Brand identity  
Partnering interior design  
Packaging



## Results

At launch, the brand gained critical acclaim from the press with very strong sales from the start. New stores were opened in Avoca at Rathcoole and Kilmacanogue. The original Clonmel store was also rebranded.

JW subsequently struck an operational buy-out with Dunnes Stores, allowing the Whelan family to concentrate on high integrity farming, butchery and supply.

"I am proud to have worked with these talented people bringing together my vision". Pat Whelan

