Family (and friends)



consumers wanted to 'eat clean', so aiming to own the category through naming was a key branding boon. Together with very clear identification of ingredients, the pack acts as a positive 'guide to goodness' on shelf.



Range architecture Naming strategy





Design Art Direction

Results

On sale in Sprouts Farmers markets across the US. Coming soon to Holland and Barrett UK.

ORG ALL-IN-C	ANIC
FATS 40%	PLANT PROTEIN 20% CARBS 40%
 20 G of Plant Prote Fruits & Vegetable Fiber Medicinal Mushroor Omega-3 1584mg Omega-6 3980mg Minerals Trace Minerals Perishable Keep Refrid Please recycle, CA CR 	 Probiotics Billion CFU Supports digestive & immune health Supports protein utilization Antioxidants Polyphenols Flavanoids Carotenoids
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	ANIC	ARE	
FATS 44%	N ME PLANT PROTEIN 22% CARBS 34%		and the second second second second
 256 of Plant Prote Fruits & Vegetable Fiber Medicinal Mushroon Omega-3 180mg Omega-6 1190mg Minerals Trace Minerals Perishable Keep Refrice Please recycle, CA CR 	es Proble 1 Billio · Suppo willizat · Antio · Polyph · Flavar	on CFU rts digestive une health rts protein cion kidants nenols noids	
		K 11	

	ANIC N MEAL	
FATS	PLANT PROTEIN 23%	
49%	CARBS 28%	
 206 of Plant Protein Fruits & Vegetables Fiber Medicinal Mushrooms Omega-3 1104mg Omega-6 3940mg Minerals Tace Minerals Prishable Keep Refridgerated Place recycle, CA CRV. 5c refund ME & H Attioxidants Delyphenols Carotenoids Ca		



Client: TruVibe Organic - Eat Clean

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