

FOOD PACKAGING

GD_499

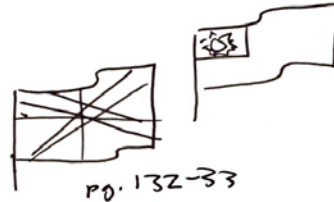
HANNA_HARTT

CHAPTER 5



pg. 127

"20% tastier,
same ingredients"



pg. 132-33

"Culture plays a big role
in what food/drink expectations
are w/ colors"



pg. 153

"we tend to underestimate our
caloric intake + overestimate
physical expenditures"

CHAPTER 6



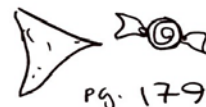
pg. 162

"psychological associations
... that we have learned
through experience - as w/
colors + shapes"



pg. 170

"French music = ↑ French wine,
German music = ↑ German wine"



pg. 179

"w/ people who have lost their
sense of smell has shown
that the best way to enrich
... is through texture"

CHAPTER 7



pg. 187

"Environment, physical ~~distance~~
proximity to food, psych.
perception to social setting,
all influence appetite/intake"



pg. 191

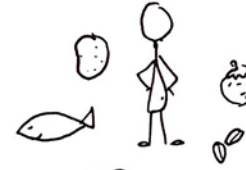
"People most concerned abt
their weight are also most
misled by the halo effects
of healthy food"



pg. 201

"people change their
eating habits to match
another's"

CHAPTER 8



pg. 208

"Most filling food was
boiled potatoes... fruits
more than refined sugars,
oatmeal + fish third"
... or are they?"



pg. 213

"perhaps we can teach
ourselves that a low-calorie
snack is filling... habit = loss
weight"



pg. 228

"being exposed to only
one dish at a time can
slow us down"

CHAPTER 9



pg. 236

"Carbohydrates ↑ the
brain's production of
serotonin, regulating
sleep + mood"



pg. 241

"physical metaphors have
a true physical counterpart,
feel sensations associated
w/ the words used"



pg. 253

"0-Cal lemonade =
2.5x more errors than
regular sugar lemonade"

CHAPTER 10



pg. 258

"Food advertising has
come under fire as one of
the primary targets in war
on obesity. Yet food companies
are hardly about to ↑ fewer purchases"



pg. 261

"Distraction detracts from
enjoyment of food,
+ interferes w/ remembering
quantity eaten"



pg. 266

"Food Cravings + Sex are
actually related"

CHAPTER 11



pg. 284

"... our brains lack our most
emotional + evocative memories"



pg. 287

"our psychological self
craves emotional - replenishing
in times of distress"



pg. 292

"the emotions that
are experienced while eating
are that give a food
its true wonder"



This product is a classic milk-glass housing milk tea. The product is inspired by the book’s references to the importance of sound and ambiance with drinks. Each of these tea flavors has a corresponding music playlist, listed as a QR code on the label.

The playlist is meant to reflect the flavor of the tea, and create a full experience while drinking it. You can drink the tea, get work done or just relax, all to a specially curated playlist.

CONCEPT ARTICULATION

NAME (working): Flight Crew - bold beers carefully curated and perfectly portioned for your enjoyment, presented in a brewery-like flight package

CONCEPT STATEMENT: Inspired by non-tasters' tendencies to like bold flavors and risk for alcoholism/over drinking, this product will be a packaged flight of beers. Each will have a distinct yet bold flavor to increase satisfaction through variety, and ensure satisfaction from non-tasters. Flights are a fun way to enjoy alcoholic beverages, and feels like a more elevated experience than a typical single glass or bottle. The smaller portions of beer will seem more fulfilling but will actually help to control the amount of alcohol consumed, thus working against over-drinking and excessive weight gained through alcohol consumption.

CITATION: “You can informally assess how much you like endive, black coffee and IPA beers...if you love them, you’re most likely a non-taster.” (27)

“Non-tasters are also at risk, specifically for alcoholism...Alcohol has a bitter taste and in order to drink it you have to overcome disliking its bitterness. If you aren’t very sensitive to bitter that isn’t hard, so you can consume more alcohol easily” (28)

Why You Eat What You Eat, Rachel Herz

TARGET MARKET: Aged 21+, people who enjoy bold flavors, non-tasters and those well adapted to alcoholic bitterness, people looking to limit their alcohol consumption or want to explore a unique beer experience. They are willing to buy craft beers rather than less expensive options. They enjoy drinking for leisure and enjoyment.

CRITICAL FUNCTIONS:

This package needs to look bold and appealing, reflecting the strong flavors to enforce the sense of fulfillment, and taste to non-tasters.

This package needs to look more unique than a standard six/four pack, and be identifiable as a flight.



CASE STUDY 01
GLENLIVET PODS



MARKETING: these are shots of Scotch in the form of edible pods, as an innovative way to enjoy Glenlivet Scotch without a glass

WHERE: this was available during the 2019 London Cocktail Week, presented in this trio of pods on a stone displayer with the Glenlivet branding

TARGET AUDIENCE: age 18+ visitors of the London Cocktail Week, who enjoy Scotch and want to experience it in a new way

COLOR: whiskey colors, white stone, gold accents

TYPOGRAPHY: very minimal, classic, traditional

GRAPHICS: none on the displayer, accompanying video, the Glenlivet bottle uses mostly type and lines

STRUCTURE/FORM: minimalism, un-secured packaging

MATERIALS: stone (marble), an edible pod material and the Glenlivet Scotch

CASE STUDY 02
SICHUAN CRAFT BEER



MARKETING: these are craft beer concepts that have spicy chili/pepper notes in them. They're marketed to seem bold and loud, reflecting the bold flavors. The concept name is 'Sichuan Craft Beer' so they have a lot of Chinese writing and influence.

WHERE: this beer is just a concept, but if it were to come to market I could see it being available in stores like New Seasons, Whole Foods, or other upscale grocers or liquor stores. It would fit well in the current craft beer market, especially in places like Portland or Milwaukee.

TARGET AUDIENCE: craft-beer drinkers who appreciate creative beers and want to try unique, adventurous flavors

COLOR: fiery reds and oranges, cool greens and purples, dark bottles and white caps, lots of black

TYPOGRAPHY: illustrative-style type, mostly in Chinese but also some English in serifs, grids, some vertical

GRAPHICS: an organic, airbrushed style that has a lot of character to it, paper-cut style in ads, brushwork

STRUCTURE/FORM: labels and caps are standard in form, bottles are tall single-serve

MATERIALS: glass bottles, matte labels, caps with graphics on them

Answer in articulate, direct
and short sentences

DESIGNER's Concept Articulation / Case Studies / Iterations

CONCEPT ARTICULATION
What 'citations' from the book is your idea based on?

The "non-taster" and bitterness section of the book is what I was most inspired by. Also, the parts about portions to a lesser degree.

What is your product?

A flight of bold-flavored beers, packaged + sold together as a pub-like flight experience.

How does your product address the citations from the book?

It has strong flavors that are liked by non-tasters, portion controlled to help prevent over-drinking, and also is presented in a more high end manner to increase satisfaction.

Who is your product for?

People 21+ who enjoy craft beers, who are potential non-tasters and/or wanting to control drinking habits.

What is the most important function of the package in regards to your product?

To stand out as bold and unique, while also being a real flight experience rather than a 6-Pack.

CASE STUDIES
What are 3 important things your case studies revealed to you?

That people are willing to try more unique/specialty presentations of alcoholic beverages.

Beer packaging has a wide range of styles, usually heavily decorated though

The packaging of beers is mostly standard (bottles/cans)

ITERATIONS
What is one key distinguishing feature or characteristic for each of your 3 iterations?

- Tent-style package around an actual flight

- Clear plastic box

- Very visible flight glasses in a more traditional carton

Designer: Hanna
Reviewer: Angelica

REVIEW of Concept Articulation / Case Studies / Iterations

CONCEPT ARTICULATION
What is your understanding of this concept?

This product is a 4-pack of flights of beers of varying flavors to entice non-tasters and people open to new tasting experiences and portioned in a way to work against over-drinking.

Does the concept clearly address a citation from the book?

Yes, the citations address that if someone likes endme, black coffee, and IPA, they're likely a non-taster and that non-tasters are prone to alcoholism. This concept aims to target these people and work against alcoholism/over-drinking.

How does the product/package address these citations?

Bold colors entice non-tasters open to trying bold flavors for leisure and are portioned in a way that doesn't allow for over-drinking.

Who is this product for?

The product is for 20+ non-tasters who enjoy bold flavors, adapted to alcohol's bitterness, and those looking to lessen their alcohol consumption. People willing to buy craft beers and enjoy drinking for leisure.

ITERATIONS
Which iteration (or elements of -- do you feel best or most uniquely or most interestingly 'targets' their concept and why/how?

#1: Night-themed is like night out drinking, appealing to people who like leisure drinking with friends (a night-in).

#2: Clear packaging allows for consumers to visually see flavors and flavor experience, allowing consumers to take a peek at the enjoyment.

#3: Wood accents and glass creates a sense of elevated flavors and alludes to handcrafted beers, likely more expensive & more flavorful, things the target consumers would be interested in.

Hailey Thomas
Review of:
Hanna Hartt

REVIEW of Concept Articulation / Case Studies / Iterations

CONCEPT ARTICULATION
What is your understanding of this concept?

A flight of unique-flavored beers to connect to a high end, craft beer/pub experience at home - portion controlled. It's not just beer - it's an experience.

Does the concept clearly address a citation from the book?

Citations about non-tasters and bitterness as well as portion control and high end packaging.

How does the product/package address these citations?

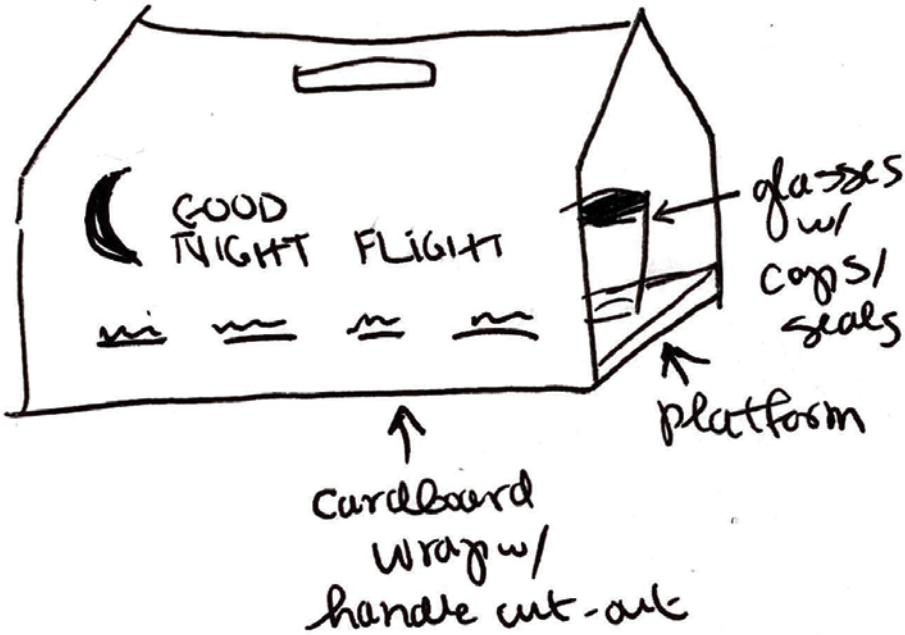
These bold flavors engage all people ~ non tasters alike. Portion controlled package = solves over-indulgence issues and high-end packaging leads to a greater sense of satisfaction.

Who is this product for?

21+ people who don't just want to get drunk, but want an experience - they enjoy trying new things perhaps with 3 other friends.

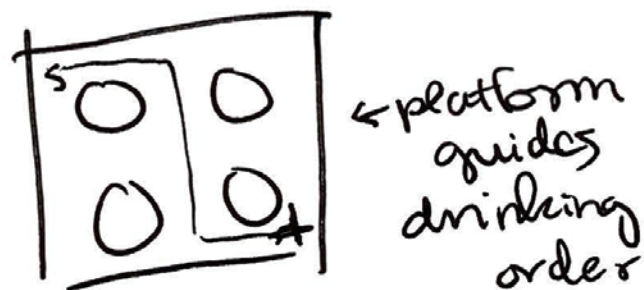
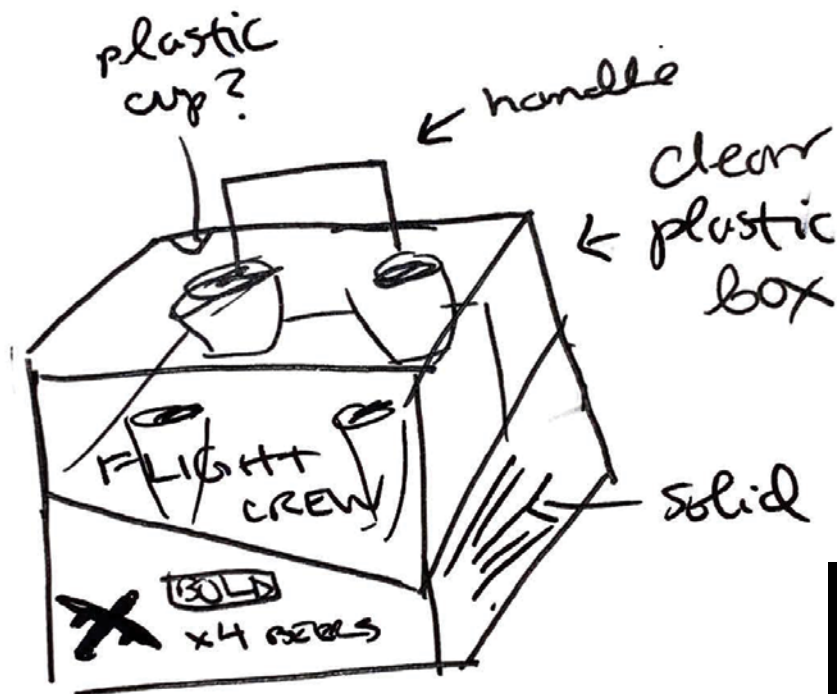
ITERATIONS
Which iteration (or elements of -- do you feel best or most uniquely or most interestingly 'targets' their concept and why/how?

I love "Red Eye Flight" because it is reminiscent of a 6-pack, but obviously elevated. I think as much of a pub feel (w/ the removable top leaving wooden bottom) the better! combined w/ red-eye theme is fun! I love wooden accents and small beer glass - this is a very lovely looking package!



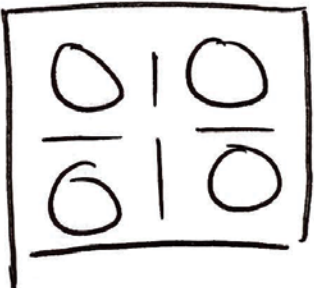
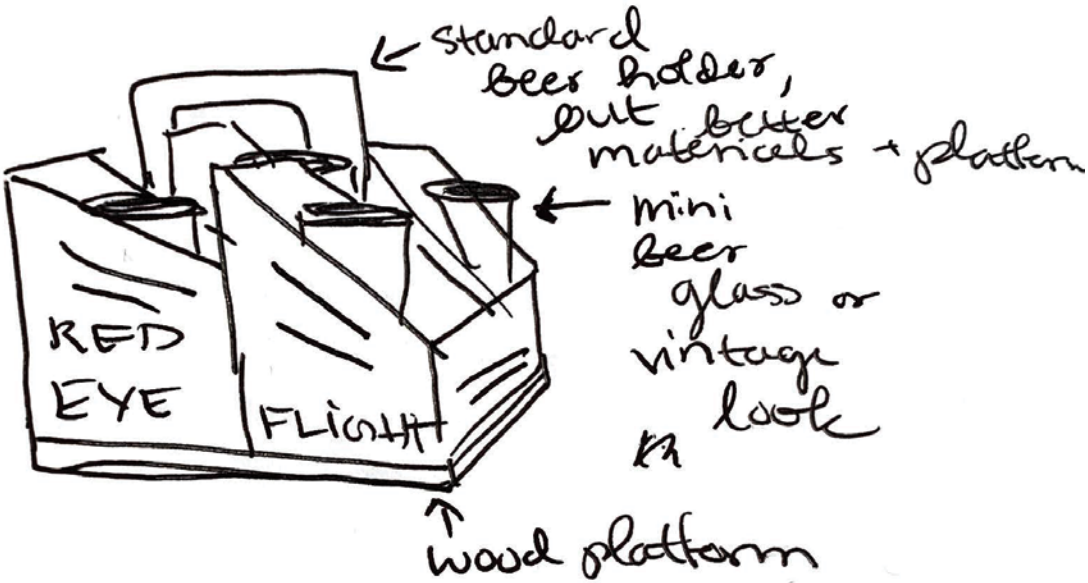
NIGHT FLIGHT or Good Night Flight]
Night themed package, with a wrapped "tent" style package around the flight base/glasses. Glasses are arranged in a line, sealed with a cap or foil.





FLIGHT CREW

Aviation themed flight, packaged in a square formation. Clear plastic would showcase the beers, aluminum look to the solid portions? Flight platform would show drinking order.



RED EYE FLIGHT

Still aviation themed but with 'red eye' and 'tired' components. More of a traditional six-pack package but more high end. Wood accents, vintage looking glasses. Arranged in a square, cardboard component would remove?

PROTOTYPING 1
FLIGHT CREW



Paper Prototype

This prototype shows a base for the glasses, and uses an attached handle pole. The 2-piece separator divides the glasses and would be connected to the 4 sides of the package.

These materials are quite flimsy, and would be more securely constructed.



PROTOTYPING 2
FLIGHT CREW



Cardboard Prototype

This prototype uses a cardboard base for the glasses, with the same basic structure. The walls are four pieces connected together, and a wooden dowell is glued to the center. A ribbon acts as a handle, taped to the dowell.

This prototype was a good step in the development. From this, the base will need to have depth to hold the glasses and the sides can be 2 longer pieces.

MAKING SENSE

SIGHT

This package will stand out predominantly by its form and uniqueness. The unique glasses will stand out in the refrigerated beer section. The bold colors/patters will reflect the bold beer flavors,

SMELL

The smell isn't a main sensory experience for this product, but the opening of the flight glass (likely a foil peel) will give an instant aroma of hops and flavor.

TOUCH

The exterior cardboard will have edges and cut-outs to add visual and textural interest and allow the viewer to see the beer glass/ color. The handle will be a fabric loop-style, possibly similar to a seatbelt material (tying in with an airplane). The other materials will be a thicker carboard, feeling more substantial. The exterior cardboard will slide up and over the base, which feels like a grand unboxing experience + satsfying motion.

SOUND

The sound of the foil peeling from the flight glasses will be very satisfying (similar to a yogurt cup or San Pellegrino can) and evoke a feeling of freshness.

TASTE

The other packaging components will highlight the bold flavor of the beers, and the variety of flavors will create a more complete, fulfilling experience. The overall interaction with the product is a pub or brewery-style experience in your own home, which makes it taste more high end.

PRODUCT P.O.V.

IMAGERY

The product uses illustrations of hops and aviation-themed objects. The forms at the bottom are abstracted clouds, which anchor the design. These add character and identity to the brand, and appeal to anyone as an approachable product.

COLOR

The colors used are very bright across the brand. The Flight Crew Sampler features the blues and red in the palette, which are traditional airline colors. The colors are meant to reflect the bold flavored beer, without being overly masculine.

INSTRUCTIONS

The package sides are one unit, to be lifted off the package, leaving a flight of beers. This is an intuitive package, similar to what is already available but elevated. If someone just wanted to take the glasses out without removing the sides, that is also an option. The lids seal the beers, and can be easily peeled back. There is no listed instructions needed, as there are multiple ways to enjoy it and it's fairly intuitive for the target audience.

MATERIALS

The product is a sampling flight of craft beers. It is single use, but with the option to reuse the glasses. It is meant to be sold in the refrigerated beer aisle, with other craft beers at a higher-end grocer. The closest competitor is a variety pack of beers, but this is unique with its small size and pub-like presentation.

FREEWRITE 01
POSITIONING

AUDIENCE PERSPECTIVE

This product helps me to enjoy a variety of beers. It showcases four boldly flavored beers. It’s more satisfying because I can actually taste all of the flavor. It makes me drink less, which is better for my liver and my physique. It allows me to fully enjoy craft beers.

PRODUCT PERSPECTIVE

I’m a brewery-style experience at home, with a full sampling of flavorful, satisfying craft beers. Not only am I good for the taste buds, but I also help you limit your drinking habits.

AUDIENCE PROMPTS

That’s such a unique product!

I like how bold it looks.

This would be perfect to have tonight.

I’ll bring a few to the dinner party.

The handle is so cool!

I love the theme.

What a cool experience.

This reminds me of the time we went to _____ brewery!

PROUDCT IDENTITY

This package will instantly stand out in the refrigerated craft beer section. Our main places of sales will be high-end grocers, such as Whole Foods, Market of Choice and New Seasons. The bold marketing will refelct the high intensity flavors, but the form and theme will stand out among other boldly-designed beers.

The concept of a flight being sold in-store is a fresh concept, and has many benefits -a more unique brewery-like experience, and smaller portions to limit over-drinking and increased calorie/carb intake.

The craft beer market is huge, especially in the Pacific North West, so it will not be too far of a stretch for people to buy. They will be excited to see a new product like this, and are willing to spend the money on it.

These elements will be expressed through a more advanced packaging system, bold branding and theme (including a brewery brand),and more premium material quality and details (thicker cardboard, a plastic handle with a fabric hand strap. The exterior component will allow the flight glasses to be visible, and also have information written on it about the bold flavors, and book-information referencing non-tasters/ alcoholism, and portion control.

FREEWRITE 02
GENERATING THE BRAND

BRAND STATEMENT

Type II Brewery creates bold flavored craft beers for the adventurous beer enthusiast.

MISSION STATEMENT

We create full-bodied lagers and ales with a focus on strong flavor profiles. Type II beers are perfect for those who can’t taste at full capacity. Find our brews in select grocers, or explore our varieties with the Flight Crew sampler -perfectly portioned and balanced for your enjoyment.

BRAND TRIBE

Type II Brewery isn’t for the faint of heart. Are you saddened by bland, watery lagers? Sick of drinking dull beers? We’re a different breed of beer, and we might be just your type.

BRAND COLLATERAL

We believe that beer isn’t just a beverage -it’s an experience. We’ve created a range of products to ensure the best experiences. Try our Flight Crew sampler or a full bomber. Set your drink of choice on a Type II coaster. Take one of our insulated cups camping with you (we won’t ask about its contents).

VALUES CAMPAIGN

We love beer, obviously. But we want alcohol to be enjoyed, not abused. Our Flight Crew sampler was created to help limit alcohol consumption. We also partner with TreeHouse Recovery PDX to provide affordable alcohol abuse solutions, and various educational non-profits that explain the dangers of substance abuse to young people and low-income communities.

PROMOTIONAL CAMPAIGN

Subscribe to our Youtube channel to see behind-the-scenes videos about our brewery and community. Follow us on Instagram to keep up with our events, and tag us or use #type2brews whenever you’re enjoying a Type II beer!

PRODUCTION PROCESS



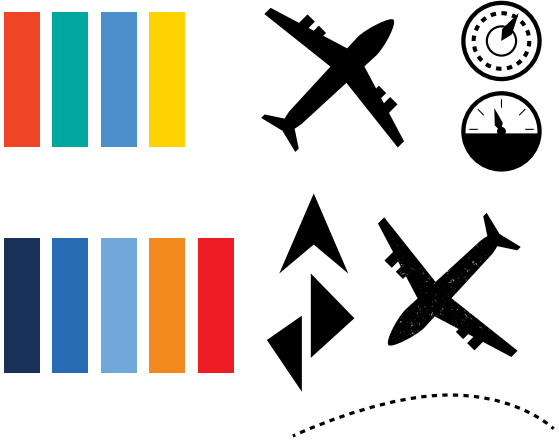
FIRST ROUND

The first mockup was just to get a general idea of the interaction with the product, and explore what kinds of changes should be made and what materials to use. Some feedback I got was that it seemed like a nice idea, the only potential issues would be sealing the glasses and what materials to use.



SECOND ROUND

The next round had some more refined structure details. For me, the sizing felt very off, with the sides being too short. I also got some ideas about how to approach the base. Overall, good feedback but still early stages.



FLIGHT CREW
FLIGHT CREW

SPADE BREWING



BRAND PROCESS

There were some first round branding ideations, playing with bright colors and some simple illustrations revolving around airplanes. I liked the variety of colors, and also wanted to keep the aviation theme but didn't want to overdo it, which the feedback agreed with. I was also told some fonts felt too typical of a beer company.



HOP ILLUSTRATION

I tried out a few hop illustration styles, and eventually tried out the style on the far right, which I really liked and felt right for the brand. Not overly childish, but still approachable.



BRAND PROCESS

The next versions of the brand expanded the bright color palette, and utilized some chemistry inspiration in the logo and details. The Flight Crew specific designs use the same hop-style as the logo and other assets. The chemistry structures are from compounds found in hops and other beer elements. The brand feels cohesive and able to expand into other deliverables.



FINAL PRODUCT

The final utilized the same basic structure as the previous mockups, but with more refined materials and detail. The base is a box with round cutouts, reinforced with foamcore. The wooden dowel is attached to the base. The sides and divider are one unit, sitting on top of base. The glasses are repurposed candle jars, with a paper lid (similar to a hotel cup) 'sealed'. The design features subtle aviation details, and hops with airplane wings.

FINAL BRANDING

The brand assets use the same palette, but has a slightly different feel while still existing in the same brand. It was important for the flight to feel like a special product, and reflect how other full-size beers might look with specific use of the brand.

FINAL THOUGHTS

PACKAGE/BRAND RELATION

I started with an idea for a product, but it really all came together once I had created the brand over it. It's easy to think about an outlandish product that stands alone, but it feels much more complete to make a creative product that fits within an exciting brand with other assets.

SENSES: IMPORTANT BUT REALISTIC?

Reading the book and in-class lectures showed me how important engaging more senses are in packaging. However, it was really hard for me to realistically incorporate many into my package. I was able to subtly include feel and sound (glass), but it was definitely harder to put into product than I expected!

GET FEEDBACK OFTEN

It's good to get feedback on any design, but it was especially valuable for me with packaging. I could ask people who fit my 'target audience' and see what was working and what wasn't. Some gave some really good suggestions. It was different from previous projects because it's actually something that I want people to (theoretically) buy from a store, so it is even more important here.