WAITROSE CAKE

Properties list:

end-user packaging
single product
new product
confectionery and sweetness
labels and sleeves
plastics
cardboard and paper
contemporary
transparent
identity by typography
box

Waitrose cake packaging designed by Big Fish.

Reference: http://www.bigfish.co.uk/portfolio_waitrose.php

Credits:

Country: UK
Year: 2008
Agency: Big Fish

Other images: