

DRIP MAPLE SYRUP



Properties list:

contemporary
well-being
medical
end-user packaging
information about content
range of products
sauces and seasonings
new product
labels and sleeves
dispensing systems
flacon
identity by typography

Drip maple syrup packaging uses a classic dropper, recalling medical and chemical fields. The possibility to pour the syrup drop by drop aims to enhance the product and to ease the choice of the quantity to be served. Thanks to the label it is possible to see that there is a personification of the product, which describes its uses and features in first person.

Reference:

Credits:

Country: Canada

Year: 2009

User: DRIP MAPLE SYRUP

Other images:



MAPLE SYRUP

Drip is the most refined, most potent form of pure maple syrup you shall ever have the pleasure of tasting. *And* while we applaud your indulgence, please govern your portioning accordingly. Start with a single draw from the dropper & go from there. *Blonde/Copper*



amber

Straightforward goodness, sweetened emotion, breakfast heroics, sticky business, pure of heart, refined of character, stirrer of imaginations, I was voted most likely to succeed in my acre.

Between blonde & copper lies the magic of amber. Far from an either/or situation, Drip amber stands on its own with medium flavour, gorgeous colour & texture. When we first tasted amber, our president wept with joy & ruined her favorite cashmere sweater. She wasn't even mad *and the forest that weeps.*



blonde

Pure of heart, lusciously light, favourite of the forest, the early riser in the family, not afraid of commitment, honest to goodness, clear of conscience au natural & respectfully yours.

The first run of maple syrup in the spring is always the lightest. Which is why Drip blonde is the first of the group. She's pure, lively, & sweet, but not the sharpest knife in the drawer, if you catch our drift. If you're blonde, & insulted by sweeping generalizations, feel free to grab the nearest crayon & drop us a line.



copper

Delicacy by the drop, gravity at its finest, dripping with personality, dark & mysterious rich & famously familiar, I'm a pillar of patience, and usually late for the parade - & I finish with the best of them.

Consider yourself lucky if you're reading this. Drip copper is the last run of maple syrup, & therefore the deepest of colour & flavour, texture. It's up to Mother Nature whether we're blessed with copper from season to season. We send flowers. We called the morning after. But she's moody, unpredictable, & one never knows. *But you didn't hear that from us.*