



Properties list:

- unit dose packaging
- ready to use
- disposable packaging
- product accessibility
- end-user packaging
- single product
- new product
- snacks
- chocolate
- confectionery and sweetness
- dispensing systems
- pouch
- aerosol spray can
- plastics
- high-tech
- unusual structural association
- metallescent
- identity by shape
- identity by packing process
- identity by typography
- limited edition packaging

Le Whif is a revolutionary new way of eating chocolate - by breathing it! Imagine, chocolate without the calories. Be the first to try inhaled chocolate when Le Whif goes on sale later this month in four luscious avors: mint chocolate, raspberry chocolate, mango chocolate, and plain chocolate. The culinary possibilities of whiffing will be revealed during the year-long Le Whif World Tour. First, there was the launch party in Paris on April 29, and next Le Whif will be presented at the Majestic Beach during the Cannes Film Festival 2009, in association with ADR Productions.

Lewif means exactly what it sounds: a whiff of chocolate taste that is literally sprayed into your mouth. The object is a plastic tube that adapt to your mouth. All you have to do is breathe and you will get this chocolate avor all over your mouth. Interesting from a research point of view, but certainly not from an eco point of view.

Reference: <http://www.lewhif.com>, <http://www.weheartstuff.co.uk/?p=630>

Credits:

Country: USA

Year: 2008

Designer: David Edwards

Other images:

