

100% CHOCOLATE CAFE



Properties list:

- range of products
- new product
- confectionery and sweetness
- chocolate
- wrapper
- cardboard and paper
- contemporary
- unusual visual association
- opaque
- identity by typography
- identity by system of colour
- end-user packaging
- collector packaging

The concept behind Tokyo's 100% Chocolate Cafe is to put your senses in the middle of a chocolate kitchen. They live up to their name with over 56 types of different chocolates, even cheese and black pepper chocolates. They also serve chocolate drinks, chocolate pastries, chocolate ice cream, and even chocolate sandwiches.

Reference: <http://www.meiji.co.jp/sweets/choco-cafe/>,

Credits:

Country: Japan

Other images:

