

# BEFORE GRAIN CAT FOOD

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## Properties list:

- identity by system of colour
- identity by shape
- contemporary
- cardboard and paper
- metals
- plastics
- can and tin
- folding carton
- sachet
- tray
- pet care products
- new product
- range of products
- end-user packaging
- retail packaging
- pets

The agency had to design 44 sku line of high-protein, grain free food. Creative Director, Tyler Merrick, wanted to represent a traditional food pyramid being flipped upside down with the phrase 'New School Pyramid, Old School Nutrition'. The food itself is based on the days before grain was used in commercial pet food manufacturing, so with that in mind, Before Grain was born (beforegrain.com). These foods use premium ingredients not found in most pet food, like acai berries, and we used these ingredients to build the rest of the design. The zippered pouches and bags are printed in a matte finish, with the dog foods packaged in black, and the cat foods in white.

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Reference: <http://www.beforegrain.com> , <http://www.29agency.com>

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## Credits:

**Country:** United States of America

**Year:** 2008

**Agency:** 29 Agency

**User:** Before Grain

**Designer:** Tyler Merrick

Other images:

