

WAITROSE HERBS



Properties list:
end-user packaging
range of products
new product
fruit and vegetables
flow-pack
contemporary
plastics
transparent

From Lewis Moberly website: "Herbs are as rich in myth and magic as they are in minerals and vitamins. An opportunity to spread the word and present some real shelf talkers?."

Waitrose Herbs have a lot to say for themselves. Each minimally packaged pot carries bold tabloid style text, telling you everything you may not already know about the contents. Guest herbs make an exclusive and seasonal appearance with a splash of red in the headline. Herbs are as rich in myth and magic as they are in flavour and nutrition. This was a great opportunity to spread the word and present some real shelf talkers.

Reference: <http://www.waitrose.com> , <http://www.lewisoberly.com>

Credits:

Country: United Kingdom

Year: 2008

Agency: Lewis Moberly

User: Waitrose

Other images:

