

# CHOCOUBLI

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**Properties list:**  
end-user packaging  
range of products  
concept  
confectionery and sweetness  
chocolate  
folding carton  
cardboard and paper  
minimal  
eco-friendly  
contemporary  
identity by pictograms

Chocoubli is a chocolate stick representing iconically a male or female figure (depending on the context). To resolve the heartbreak, the product dissolves in a cup of warm milk to help you forget the love lost in a comforting gesture. Metaphoric and symbolic gesture of a memory that gradually dissolves. The packaging is made from recycled paper and printed with only one color.

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## Reference:

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### Credits:

**Country:** Canada

**Year:** 2010

**School:** UQAM Universit  du Qu bec   Montr al (Montr al, Canada)

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Other images:

