

# WAITROSE OLIVE OIL

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Properties list:  
end-user packaging  
range of products  
new product  
bottle  
glass and ceramics  
contemporary  
identity by shape  
identity by typography

Packaging design should be smart and simple, says Jonathan Ford. Pearlfisher's work for Waitrose olive oil is the perfect example of minimal elements making a big impact.

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Reference: [Arts Project Packaging Design N.109 - April 2008](#)

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**Credits:**

**Country:** UK

**Agency:** Pearlfisher

**Designer:** Jonathan  
Ford

Other images:

