

# WAITROSE SOUP

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**Properties list:**  
end-user packaging  
range of products  
new product  
pasta, rice and grains  
jar and pot  
plastics  
contemporary  
photo to describe  
identity by photo  
identity by system of colour

Driving desire is all about context, especially for products that are quite mundane at face value. Bearing this in mind made it easy for Pearlfisher to turn Waitrose tubs of vegetables soups into objects of desire.

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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:

