

WAITROSE CHEESES



Properties list:
end-user packaging
information accessibility
information about content
identity by colour
identity by system of colour
range of products
wrapper
new product
dairy, eggs and cheese
contemporary
cardboard and paper
identity by typography

Waitrose supermarket chain has got a wide range of cheeses that came from all Europe. The design solution underlines the origin of each product and simplifies the purchase through a colour-code that denotes the origin country and, using a bright circle, the exact production zone.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: UK

Year: 2005

Agency: Lewis Moberly

Designer: Lewis Moberly, Mary Lewis, Zoe Green

Other images: