

# WAITROSE CHEESES

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**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.

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

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**Credits:**

**Country:** UK

**Year:** 2005

**Agency:** Lewis Moberly

**Designer:** Lewis Moberly, Mary Lewis, Zoe Green

Other images: