

TAMARIND



Properties list:

- end-user packaging
- single product
- sauces and seasonings
- update
- metals
- glass and ceramics
- identity by abstract shapes
- identity by textures and patterns
- contemporary
- jar and pot
- transparent
- labels and sleeves

Tamarind has been relisted at Sainsbury's and other UK retailers and is so far proving a success.

Lewis Moberly said: "We wanted to think about the Tamarind opportunity and what a small brand can do that a large brand can't. A small brand has got to be different - but the difference has to be the right difference and not just for the sake of it. I think we've achieved something that is not indian cliché - it is absolutely indian".

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

Credits:

Country: UK

Year: 2005

Agency: Lewis Moberly

Designer: Lewis Moberly, Mary Lewis

Other images: