

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!, Köln, 2008](#)

Credits:

Country: UK

Year: 2005

Agency: Lewis Moberly

Designer: Lewis Moberly, Mary Lewis

Other images: