

# TAMARIND

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## 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".

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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

Other images: