

ELSA'S STORY



Properties list:

end-user packaging
new product
range of products
snacks
confectionery and sweetness
folding carton
cardboard and paper
contemporary
opaque
photo to describe
identity by photo

From [Neogroup](http://neogroup.co.il/) (design agency) website: "Elsa's Story sends you back to the time and place when you were young and carefree; when time was unspoken and tastes were simple. It is about a memory, a hint of nostalgia, captured in the scents and tastes of warm cookies baking in the oven, summer evenings and innocence of childhood. Elsa's kitchen was always open, her recipes remaining a well kept secret. She was a mystery in her time and has become a legend in our collective memories. Elsa's heritage is now relived through the goodness of quality ingredients and care that remind us of taste long forgotten. "

Reference: <http://neogroup.co.il/>

Credits:

Country: Israel

Other images:

