

+ the brief

Your design challenge with this brief is to produce a new, creative and exciting pack for coffee.

A packaging solution that will enhance 'the total coffee experience', both in store and at home.

The final solution must have excellent shelf appeal, be easy to use and hold the products securely. 'The coffee experience' must be evident from first purchase at store until the product ends its life.

This pack shape needs to be attractive and appealing to coffee drinkers and stimulate consumers to purchase this pack over traditional shape packs and conventional brands currently on the market.

You should consider how the packs will be distributed, their ease of display on shelf and how the consumer will interact with the pack at home.

The package must provide a barrier to oxygen and moisture to provide sufficient shelf life for the product.

You may consider from the range of materials what would be most suitable for your pack dependent on its design features and requirements.

+ helpline

For guidance with this brief contact Kate Yauk at kyauk@krafteurope.com or on **01295223855**

+ the prize

Kraft is offering a prize of £500 for the winning design and it will also be featured on Kraft's internal Packaging Innovation homepage.

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the 'coffee experience pack

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Kraft is one of the largest food and beverage companies in the world and is well known for its range of major brands seen every day on our supermarket shelves.

Coffee is part of the daily ritual for millions of people across the world, and is a pleasure enjoyed by many age groups, cultures and life styles. Coffee lovers and connoisseurs are passionate about coffee and the pleasure drinking coffee brings. It often brings people together in a social context and there is a prolific amount of places to drink coffee on the high street, within stores and in galleries. There is also a vast array of different types of coffee on the market, from the traditional to the exotic.

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