

HANDFUL OF GOODNESS

Orchard Valley
HARVEST®

From the orchard to the shopping cart, this is freshness you can put your hands on.

Here's a package design that's really bearing fruit... and nuts. Almost as luscious as the product inside, the Orchard Valley Harvest brand packaging practically exudes fresh-from-the-orchard flavor and quality.

Vivid, iconic photography paired with an elegantly minimalist design provide focus on the fresh, premium ingredients, and reinforce the brand's location in the produce section.

Supported by sales, merchandising and product sampling programs, Orchard Valley Harvest has transformed from a regionally distributed product line into a dynamic new national brand.

BRAND IDENTITY

Located in the produce section, Orchard Valley Harvest is intended to directly connect the brand with the fresh fruits and vegetables stocked around it. The redesigned brand identity is a visual embodiment of the fresh-and-healthy/pure-and-simple platform.

PACKAGE DESIGN

The previous OVH package was black, type heavy and used no imagery. The new minimalist design is intensely product-focused. The new brand mark and high-value photography stand out against a rich white background. A combination of matte and gloss varnishes create additional richness and really make the photography pop.

Finally, the large product window allows shoppers to see the quality and appeal of the premium ingredients.



ICONIC PHOTOGRAPHY

The ultra-vivid Orchard Valley Harvest photography connects in a larger, more contextual fashion—compellingly identifying ingredients, premium quality and appetite appeal. But look deeper, and you'll see the photography representing the brand's freshness story—the few, short steps from orchard to shelf.

COLOR PALLETE

A simple band of color arches above the product window, providing a centralized home for the flavor name, as well as color-coding each segment type: turquoise for dried fruits, crimson for nuts, emerald green for fruit-nut mixes and purple for chocolate.

SALES COLLATERAL

Retailer buy-in is a tough nut to crack—especially for products aimed at the increasingly popular store periphery. We designed a sales collateral system including introductory brochures, spec sheets, product line sheets and a savvy PowerPoint presentation to support retailer buy-in.

MERCHANDISING

Sometimes a little goes a long way. And Orchard Valley Harvest's sample packs are proof. With graphics scaled to a single-serve size, the sample packs provide a low-cost path to trial for first-time purchasers and an easy way to try new flavors. The sampling program proved to be a key element in the successful launch of this premium-priced line.

