



МЕДОВЫЙ  
ДОМ

с 1998 г.



# What if..?



# Creamed honey with berries

«HONEY HOUSE» suggests to get all advantages and pleasure from a new product:

Creamed honey is prepared by technology of constant hashing with berries.

Creamed honey is easy to use for food consistence, bright design and variety of tastes perfectly completes your healthy breakfast and becomes excellent alternative to sweets for you and your families.



## TARGET AUDIENCE



### **Housewives | 25-55 years |**

- choose a useful alternative to sweets;
- choose bright design and friendly characters who are pleasant to children;
- care for health of all members of the family;

### **Young people | 18-28 years |**

(Healthy lifestyle and Healthy nutrition)

- appreciate modern design;
- are interested in an unusual product;
- follow fashionable tendencies

# DESIGN



THE SHELL RING PROVIDES CONTROL FROM OPENING

THE LABEL REPEATS THE BEND FORM OF THE POT

THE FRIENDLY CHARACTER IS ALLOCATED BY UF-VARNISHING

ALL IMPORTANT INFORMATION ON THE PACKAGING FACE



reddot design award

REDDIT AWARD 2016 WINNER PACKAGING DESIGN

# VARIETY OF TASTES





КРЕМ-МЁД  
С ИМБИРЁМ  
И ЛИМОНОМ  
НАТУРАЛЬНЫЙ ЦВЕТОЧНЫЙ / 320г



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