



THE BRIEF:

Cloister Honey requests that ZGM take their packaging to "the next level". At that time, Cloister was successfully being sold as basic table honey on store shelves such as Dean & DeLuca, Reids Fine Foods and Whole Foods.

PACKAGING DESIGN & STRATEGY:

ZGM develops a new packaging design including "honey flights" with a high tone of culinary sophistication. A new mark and color theory based on saturated tones of metallics brings added differentiation. A positioning strategy is developed to promote Cloister honey to mixologists and chefs for the creation of unusual and delicious pairings. Joanne and Randall, the proprietors, are featured as "artisans" on the new package concept and throughout materials.