

New Packaging Design Boosts Sales and Wins a 2005 Scovie Award

The Chateau White Marinade Sauce packaging design, recently completed by Focus Design for Golden West Specialty Foods, has proven to be a winner in sales and awards. As the first application of a new design system for its house line, the Chateau White Marinade Sauce was introduced at the 2005 Fiery Foods & Barbecue Show, earning a Scovie Awards' second place in the Full Product Packaging Category.

The brand name "Chateau" adds a European flavor to a planned extensive family of sauces and cooking oils for Golden West's house line. The brandmark was created from an 18th century printing block of a large villa. A selection of 18th century typefaces are used for the mandatory information. Italic type from this era was used to wax romantically about the brand.

To embellish the historical look, the Chateau labels were printed in gold and black on a Kraft paper stock. The package design conveys a classical, yet handmade quality for the product line. It was specifically designed to minimize production and printing costs for both small and large-sized labels, even in lower production quantities, while still projecting a quality image.

Established in 1997, Focus Design is an award-winning brand communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. Focus Design provides exceptional creative work in strategy development, identity, print and package design, advertising, Websites, direct response, event and exhibit design - all directed towards building greater awareness for our clients' brands.

San Francisco Office

Contact Kirby Veach

Focus Design

101 Townsend Street, Ste 282

San Francisco California 94107

Ph 415 538 1416

Em Kirby@focusd.com

San Rafael Office

Contact Brian Jacobson

Focus Design

771 Tamarack Drive

San Rafael California 94903

Ph 415 446 7101

Em Brian@focusd.com



Package Design Detail



Introductory Product