

Focus Design's Creative Work Stirs Up a New Gourmet Brand

Focus Design has created a new brand name, identity, and package design system for the nation's first line of all natural Asian Sauces. The new "Wok Mei" dipping sauces will be marketed in the gourmet sections of specialty grocers and health food stores that require stringent adherence to all-natural and healthy ingredients.

The name is based on a timeless philosophy of Chinese cooking, where one achieves a balance with respect to all five culinary senses: flavor, texture, color, temperature, and aroma. Carrying this theme forward, our verbal branding team created "Wok Mei" which literally translates into "Pretty Wok."

"New product naming and design present the greatest creative challenges: to come up with something entirely new and yet, readily understandable. It also provides the creative team with the luxury of working with a completely blank canvas. It's both fun and challenging, the best of both worlds," says Kirby Veach, Project Director at Focus Design.

The illustration and typography of the new Wok Mei brand reinforces an exotic Asian motif and conveys a gourmet quality of hand crafted cooking. The package design incorporates a rich use of black and gold to provide an upscale perception of the product. The specific product characteristics of the Oyster, Hoisin and Plum Sauces are further differentiated with unique copy points, color-coding, and use of illustrations.

The initial three products for the "Wok Mei" brand were introduced by its manufacturer, Golden West Specialty Foods at this year's Fancy Food Show in San Francisco.

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 client's brands.

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Package Design Detail



Complete Product Line

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