

PRESS RELEASE

WFM Design Firm Wins Two GDUSA Awards
*Both Retail Brands Received Recognition for
Their Outstanding Graphics and Brand Development*

SHILLINGTON, PA; March 5, 2015 – Award winning design firm, WFM proudly accepted two 2015 Graphic Design USA American Package Design Awards. This announcement comes as no surprise, as the agency has a history of creating high-profile, award-winning packaging worthy of industry accolades. WFM's team of designers reimagined both winning brands in a unique way, redefining consumer expectations and repositioning each brand for optimum category leverage. At the heart of it, Wolfgang's Latimer St. Bakery line of premium truffle cookies and Cocoa Traveler package offer consumers a unique destination driven experience that starts with the packaging and concludes with the consumption.

Where do we go from here?

It's a typical question that confronts anyone in the industry working with a brand that is struggling to find an audience. In this case, Wolfgang Chocolate Company, looking to reinvent their Eve's chocolate topped premium cookie line as well as their Chocolates of the World packaging, asked it of WFM. They issued the challenge to totally overhaul both items complete with new names, logos, and pack types. As with any rebranding project, WFM began their process with an in-depth analysis of Wolfgang's current market and a determination to find a direction for both brands.

"We looked at a number of things during the developmental stage. But first and foremost was naming the products," said WFM partner Tom Newmaster. "Eve's as an identity was a complete disconnect with the product and the heritage of the company. We wanted something that spoke to the European history behind Wolfgang as well as the product's exceptional quality and taste. And Chocolates of the World was just generic. It didn't really resonate with the consumer experience inherent in the products unique flavor profiles."

In evaluating both existing brands, it became apparent that establishing a destination would be key in repositioning the brand and evoking a response in potential consumers. To achieve this end, each brand received a fresh new name. Latimer Street, the location of the original Wolfgang family home where the business began, provided the ideal nostalgic update for Eve's. "Latimer St. Bakery is perfect because of the old world character it gives the product. It's like your favorite little neighborhood café, where everything is made fresh, delicious, and inviting," said senior designer Stephanie Bennett. "The historical significance of the name establishes a unique and intriguing back story for the cookie line."

Since Chocolates of the World are sourced globally from exotic locations, the search for the destination became the focus for the rebranding and Cocoa Traveler was born. "The unique thing about Cocoa Traveler is that each bite is an adventure," said senior designer Mike Amole. "We wanted the name to celebrate that journey and entice consumers into taking a vacation from the ordinary."

With new names selected, the design team turned its focus on logo development and the overall look of the redesigns. A hint of fanciful silver filigree embellishes each Latimer St. box, adding a touch of sophistication. The logo, boldly emblazoned on a white field, is charming and reminiscent of a vintage bakery sign. A simple color band allows for easy flavor identification across the line while the delicious photography promises a memorable taste experience.

Cocoa Traveler features a weathered baggage tag with distressed type. In the background, a worn map reinforces the world travel theme, while flavor indicators in postage stamp shapes cleverly highlight the imported ingredients. Color coded foils allow for convenient indulgence as well as easy flavor selection.

It's easy to see why these two designs garnered such attention from the GDUSA panel. Each design has a clear direction and aesthetic which conveys their respective brand's messaging to consumers in an elegant and concise manner. They get noticed because they have something to say using a visual language that resonates with consumers. As always, the recognition is well deserved and appreciated by the talented WFM staff.

About WFM – “Designing Compelling Consumer Experiences”

Originally established in 1972 under their founder’s name, William Fox Munroe, WFM has been creating high-quality packaging designs for over 40 years. Today, they continue that legacy with their dedication to developing memorable, award-winning packaging and point of sale materials. With a staff of specialized designers creating compelling graphics everyday, WFM is uniquely qualified to provide exceptional, cost-effective design solutions on time and on budget. WFM’s mission is to assist every client in developing their brands in ways that enhance the consumer experience while reinforcing the product message. They are focused, fast, and friendly, qualities essential to building strong and lasting relationships with a diverse clientele who benefit from WFM’s extensive category expertise, marketing experience, and strategic thinking. WFM makes it easy because packaging design is what they love to do.

Images Attached:

Latimer St. Bakery (latimerst.jpg): Latimer St. Bakery beautifully melds old world style with a modern aesthetic, creating a design which is not only reflective of the company, but also relevant to the product.

Cocoa Traveler (cocoatraveler.jpg): Cocoa Traveler invites consumers to embark on an edible adventure featuring unique flavor profiles from exotic destinations.

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latimerst.jpg



cocoatraveler.jpg