

The Grocery Trader

P&W CREATE PACKAGING FOR FRESH PASTA COMPANY



Leading design consultancy Pemberton & Whitefoord has created the packaging for The Fresh Pasta Company's entire product range. Based in Ruthin, North Wales, the Fresh Pasta Company creates the freshest and finest quality pasta available in the UK. The company is headed up by Mark Garcia-Oliver (who was born in the UK, has an Italian mother, and was brought up in Argentina) and three Michelin star chef, Ernesto Paiva (who comes from Argentina but was born in Peru.) The company has become famous for its ability to handcraft pasta and supply it the next day to the customer's door throughout the UK. The target audience for the brand is high end consumers passionate about food. P&W's designs for the brand feature sleeves of heavy cartridge which emphasise the home made and unique nature of the product which is portrayed on the pack as a fine art print signed by the 'artist.'

Mark Garcia-Oliver, Managing Director and founder of the Fresh Pasta Company, comments: "It was essential for P&W to come up with a design that visually articulated exactly what we are about as a brand. With the hand crafted feel of the product labelling and the pasta itself allowed to be the hero they have done exactly that. Our product needed a

design that stood apart from the visual look of the 'fresh' or filled pasta currently available in supermarkets, which can be up to six weeks old and, unlike The Fresh Pasta Company's products, is generally mass-produced and contains preservatives. We are producing a unique 'green' product and P&W's designs clearly illustrate this key aspect of our company."

Adrian Whitefoord, founder of Pemberton & Whitefoord, comments: "It is always a fantastic honour and opportunity to be able to design for a brand on the path to greatness. The Fresh Pasta Company has all the integrity the Duchy brand had at its inception (and still has) and I would not be at all surprised to see it grow in the same way. The brand is delivering what consumers are often searching for but unable to find - a quality product beautifully crafted by experts who care passionately about their brand. The design path for this project has been created to reflect the high end nature of the product and the uniqueness of each batch of pasta that leaves The Fresh Pasta Company's kitchens."

Adrian Whitefoord

Tel: 020 7723 8899

www.p-and-w.com

Find out what's new @ P&W

www.p-and-w.com/waffle