

SELFISH Packaging Redesign – Tender Brief

About Us

The Fishmarket Kft. (brand: Fishmonger) is Central Europe's leading premium seafood processor and distributor, supplying Michelin-starred restaurants (NOBU, Stand 25, Costes, Platán, Essencia, Borkonyha) and retail consumers. Our retail sub-brand SELFISH offers ultra-fresh, ready-to-cook seafood products – quick, odor-free, and hassle-free. One of its products won the SIAL d'Or Global Award 2012. ■ Selfish = “quality seafood without the hassle” – modern, premium lifestyle food. More info: www.fishmonger.hu/selfish

What We Need

A complete redesign of the SELFISH packaging line that reflects: - Youthful, premium, urban lifestyle - Sustainability & naturalness (eco-friendly cues, recyclable packaging) - International competitiveness (fit for Western Europe & US retail shelves) - Premium convenience (quick, microwaveable, mess-free) Mandatory elements: - Selfish logo / brand name - Product name - Net weight & legal info space - Icon system (microwave / grill / pan, boneless, Omega-3, sustainability, quick & clean)

Product & Packaging Parameters

- Product: ultra-fresh ready-to-cook seafood & shellfish - Target group: urban, health-conscious, premium consumers - Packaging technologies: MAP (modified atmosphere packaging) & skin pack - Tray dimensions: • Skin pack: 230 × 144 × 22 mm • MAP (fillets): 230 × 144 × 50 mm • MAP (whole fish): 340 × 144 × 50 mm - Tray colors: black or blue

Creative Direction

- Clean, premium, modern design - Fresh color palette (marine blues, aqua, pastels) - Trendy typography - Graphics conveying sustainability - Instagram-friendly, photogenic look Inspiration: Whole Foods (USA), Waitrose / Marks & Spencer (UK), Rewe / Edeka (DE), Scandinavian seafood brands. Core brand values: premium quality, sustainability, innovation, speed, playfulness.

Deliverables

- 2–3 design directions to choose from - Packaging visuals adapted to the trays (all 3 formats) - Shelf & webshop mockups - Final print-ready vector files + PDF presentation

Timeline

- Launch: Aug 22, 2025 - Deadline: Sept 24, 2025 - Selection: Sept 30, 2025 - Final delivery: Oct 30, 2025

Evaluation Criteria

- Creativity & trend sensitivity - International retail competitiveness - Sustainable look & feel - Clear consumer communication via icon system - Representation of Selfish concept: 'quality seafood without the hassle'