

# FRANCO WHOLE FOODS

## Graphic Design Project Brief

### Costco DRC Box Redesign — 3 Products

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**Client:** Franco Whole Foods

**Project Type:** Retail Packaging Redesign — Corrugated Display-Ready Case (DRC)

**Retailer:** Costco Wholesale

**Number of SKUs:** 3

**Date Issued:** April 15, 2026

## 1. Project Background & Objective

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Franco Whole Foods is refreshing the Costco DRC (Display-Ready Case) packaging for three products in the Tortilla Fresca and Roti Fresh lines. The existing box design (reference: Avocado Oil Tortilla Fresca DRC) should serve as an inspiration as well as the new website:

[www.francowholefoods.net](http://www.francowholefoods.net).

The goal is to create updated, cohesive DRC box designs for the three new SKUs listed below, adapting the established brand aesthetic while clearly differentiating each product's unique selling proposition (Organic vs. Non-GMO, Tortilla vs. Roti format).

All three boxes are Costco Display-Ready Cases (DRCs), meaning they sit on the shelf open-faced and must read clearly from a distance at retail.

## 2. Products in Scope

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Product	SKU / Count	Key Differentiator	Product Packages
Tortilla Fresca — Uncooked Flour Tortillas	Organic, 36 Count	USDA Organic certified	<a href="https://www.francowholefoods.net/product/tortilla-fresca-organic-uncooked-flour-tortillas-36-count/">https://www.francowholefoods.net/product/tortilla-fresca-organic-uncooked-flour-tortillas-36-count/</a>
Tortilla Fresca — Uncooked Flour Tortillas	Non-GMO, 44 Count	Non-GMO Project Verified	<a href="https://www.francowholefoods.net/product/tortilla-fresca-non-gmo-uncooked-flour-tortillas-44-count/">https://www.francowholefoods.net/product/tortilla-fresca-non-gmo-uncooked-flour-tortillas-44-count/</a>
Roti Fresh Original — Uncooked Roti-Chapati	Organic, 36 Count	USDA Organic, chapati format	<a href="https://www.francowholefoods.net/product/roti-fresh-original-organic-uncooked-roti-chapati-36-count/">https://www.francowholefoods.net/product/roti-fresh-original-organic-uncooked-roti-chapati-36-count/</a>







### 3. Deliverables Required

For each of the 3 products, please provide:

1. Dieline / flat layout showing all panels: Front, Back, Side (×2)
2. Assembled 3D box mockup (for presentation/approval)
3. Print-ready files: AI or PDF (CMYK, 300 dpi, with bleeds)
4. Layered source files (Adobe Illustrator preferred)

### 4. Assets to Be Provided by Franco Whole Foods

- Approved dieline templates for each box size

- Roti Fresh logo/brand mark
- USDA Organic seal (official approved file)
- Non-GMO Project Verified logo (official approved file)
- Franco Whole Foods logo