

FRANCO WHOLE FOODS

Graphic Design Project Brief

Costco DRC Box Redesign -

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

Retailer: Costco Wholesale

1. Project Background & Objective

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.

2. Products in Scope

Product	SKU / Count	Key Differentiator	Product Packages
Tortilla Fresca — Uncooked Flour Tortillas	Organic, 36 Count	USDA Organic certified	https://www.francowholefoods.net/product/tortilla-fresca-organic-uncooked-flour-tortillas-36-count/



3. Deliverables Required

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)

