**Project name**

Retail package design for our new line of iced granita drinks products.

**Describe what you want**

We are an established international brand of iced granita drinks. [www.originalchinoltd.com](http://www.originalchinoltd.com).

Our product is a powder that is mixed with milk and water (or just water for some of the fruit flavours) and is dispensed from granita machines located in various types of outlets such as bakeries, kiosks, universities etc.

We currently sell our products in the catering market and are expanding into the retail market. see picture 1 for our current catering bag.

For this we have a special unique blender that crushes ice, which will be sold in supermarkets so that our products can be made at home using our special powder that will be sold in retail packages. See picture 2.

We need a master design for our retail range of powders which should be eye catching, based on the template (picture 3) which should be for our coffee flavour that will be sold in a plastic container (picture 5).

We will then have further work to modify the master design for our other flavours, ice strawberry, ice coconut, ice vanilla, ice chocolate, ice lemon and ice melon keeping the same basic concept as the master. (flavours may be changed)

**Describe your target market**

Our target market is both males and females aged from 15-30 who want to be able to enjoy our products at home and are looking for a high quality and refreshing drink.

**Must Have:**

Chino logo with no tampering of the design (picture 4). Place for nutritional information, barcode, weight, ingredients, preparation instructions and the flavour (ice coffee for the master design must appear on the packaging.

**Nice to have**

Black and gold design

**Should not have**