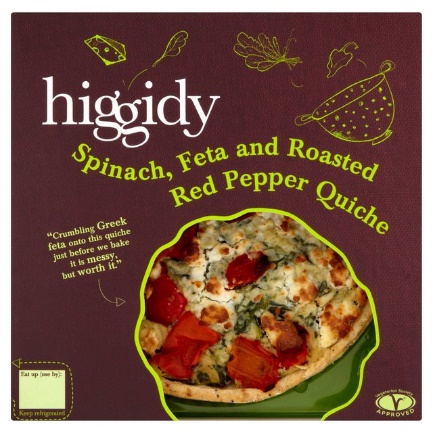
Design Inspiration

We see Tr00™Granola as a warm, stylish, modern, authentic brand that connects with the consumer in an emotional way. They should really feel it is a brand that speaks to them personally, one that they are proud to buy.

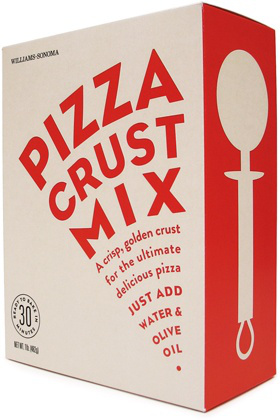
Brands that we think share these values:

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjY-rfmuLPLAhXrPZoKHdWxDzQQjRwIBw&url=http://www.vevivos.com/2014/02/13/win-pie-party-higgidy-12-people/&psig=AFQjCNEeDBVVOtDvwmUhdpgXz_d7Z9cUMw&ust=1457607369967159)[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwidwYarubPLAhUKDJoKHdtjCj4QjRwIBw&url=https://www.ocado.com/webshop/getCategories.do?tags%3D|20000|20002|20284|12831&psig=AFQjCNEeDBVVOtDvwmUhdpgXz_d7Z9cUMw&ust=1457607369967159)[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiZ2cyDurPLAhWBJ5oKHfHCDokQjRwIBw&url=http://www.mysupermarket.co.uk/ocado-compare-prices/Fresh_Vegetarian_Food/Higgidy_Pie_Sweet_Potato_And_Feta_Pie_with_Pumpkin_Seeds_270g.html&bvm=bv.116274245,d.d2s&psig=AFQjCNEKUW6s-g3PxgUngd8J7mP4hc_wLg&ust=1457607655915111)

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwirnbmIubPLAhWid5oKHflNCZ4QjRwIBw&url=http://www.higgidy.co.uk/article/on-the-road&psig=AFQjCNEeDBVVOtDvwmUhdpgXz_d7Z9cUMw&ust=1457607369967159)[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwj8pZeWurPLAhWKF5oKHX1qAk8QjRwIBw&url=http://www.thegraphicfoodie.co.uk/2013/08/product-local-hand-made-pies.html&bvm=bv.116274245,d.d2s&psig=AFQjCNEKUW6s-g3PxgUngd8J7mP4hc_wLg&ust=1457607655915111)

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=&url=https://www.ocado.com/webshop/product/Belazu-Balsamic-Pearls/76769011&psig=AFQjCNEWcw-41s8cmJpB3u7PCr_GmSPXmg&ust=1457613198345238) [](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjD6c3UzrPLAhWFVRoKHZ1kAUAQjRwIBw&url=http://perfectdaylondon.com/&psig=AFQjCNEWcw-41s8cmJpB3u7PCr_GmSPXmg&ust=1457613198345238) [](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjTqKT3zrPLAhULVxoKHTXNBf4QjRwIBw&url=https://www.ocado.com/webshop/product/Belazu-Preserved-Beldi-Pickled-Lemons/35681011&psig=AFQjCNEWcw-41s8cmJpB3u7PCr_GmSPXmg&ust=1457613198345238)

We also like simple, stylish design cues and a clever, bold use of pattern as seen in these pack designs:

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwit-vXA0bPLAhUBtxoKHcD5Bs8QjRwIBw&url=https://bluebergitt.wordpress.com/tag/foodie/&bvm=bv.116274245,d.d2s&psig=AFQjCNGJK1StZ_p6epv5NCyeftdwuGzGMw&ust=1457613775097246) [](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiurdjP07PLAhXDnBoKHWJ4C3UQjRwIBw&url=https://perfectlypaleo.co.uk/shop/snacks/savoury/meat-snacks/wildings-peking-duck-crackling-25g/&bvm=bv.116274245,d.d2s&psig=AFQjCNEOoD7AOPJ3-C4Xuy7vCW59UvMO3Q&ust=1457614570277716) [](http://www.bandb-studio.co.uk/our-work/fever-tree/)

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwiErbr607PLAhWG0hoKHd0JBeQQjRwIBw&url=http://www.helthoney.dk/&bvm=bv.116274245,d.d2s&psig=AFQjCNH1xz_uWVMRiZ-pz3WnvWrc0AizAQ&ust=1457614661364956)

[](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwji78Sv1LPLAhWB0hoKHUJ4CucQjRwIBw&url=http://www.packworld.com/package-design/redesign/design-translates-modern-curry-taste-explosion&bvm=bv.116274245,d.d2s&psig=AFQjCNEhGdp74oVb3WFTLW5N6JOG4x2G8A&ust=1457614778845756)