**DESIGN BRIEF: ednr muesli labels**

Muesli label design requirements:

5 x products

Each requires a front and a back label (= 10 labels in total)

* Dimension guide:
  + front 60 x 125 (can be slightly larger and/or slightly different dimensions)
  + back 105 x 148 (can be slightly larger and/or slightly different dimensions)

(I’m not planning to change my kraft paper bags with window – as per image below)

Labels must be cohesive, but also differentiated through use of different colours for example

Barcodes must not be smaller than 37.29mm x 25.93mm

Font is not pre-determined, and is flexible.

Examples of styles I like:

<http://bareblends.com.au/store/>

<http://www.alibaba.com/product-detail/Zip-Lock-Stand-up-Pouches-Kraft_1898080026.html?spm=a2700.7724838.0.0.76PyAG>

<http://www.alibaba.com/product-detail/2015-stand-up-pouch-bag-with_60348168312.html?spm=a2700.7724838.0.0.jzkCZM>

<http://www.alibaba.com/product-detail/2015-custom-printing-natural-white-kraft_60371155983.html?spm=a2700.7724838.0.0.0Sz9NB>

<http://www.alibaba.com/product-detail/Kraft-paper-stand-up-pouch-with_60379659009.html?spm=a2700.7724838.0.0.CTb5Pr>

examples of competitor’s product labelling:

And competitor’s products also at:

<http://hashtaggranola.com.au/shop/>

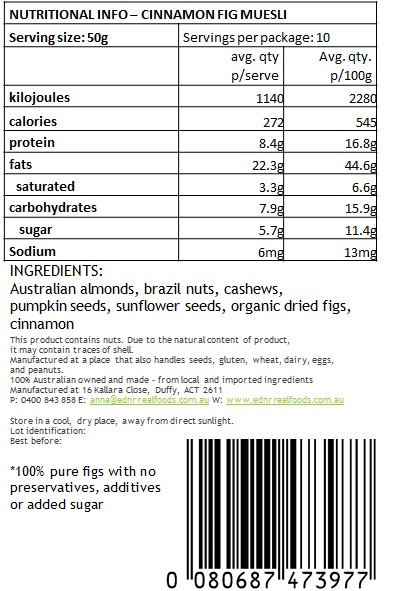
<http://www.bantingfood.com.au/>

<http://byronbaymuesli.com.au/>

<http://foragecereal.com/products/>

<https://www.farmerjo.com.au/products/paleo-granola>

Current packaging for ednr muesli

Also, at <http://ednrrealfoods.com.au/food/muesli/>

Information to be included on each new label is below.

Chunky toasted muesli

**500g**

**simple. authentic. natural.**

**because it tastes great AND is good for you!**

paleo

fruit free and low carb

full of healthy natural fats (79% nuts)

no grains, gluten, refined sugar, additives, preservatives or trans-fats

nothing puffed, beaten, rolled, or high-temp heated into shape (=nutrients remain intact in ednr products)

just nutrient rich, real, whole foods – recognise every ingredient

a little goes a long way and keeps you fuller longer

versatile

home-made

local (ACT)

Crafted by an integrative health coach with a certificate in sports nutrition

We donate 5% of all our profits to Care Australia, providing food and water to those in need, across the world.

BACK:  
Ingredients: walnuts, Australian almonds, pecans, pumpkin seeds, fair trade organic coconut flakes, fair trade organic virgin coconut oil

Lightly toasted. Chunky and crunchy.

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFO – CHUNKY TOASTED MUESLI** | | |
| **Serving size: 50g** | Servings per package: 10 | |
|  | avg. qty p/serve | Avg. qty. p/100g |
| **kilojoules** | 1420kj | 2840kj |
| **calories** | 339 cal | 679 cal |
| **protein** | 7.3g | 14.5g |
| **fats** | 32.8g | 65.7g |
| **saturated** | 9.2g | 18.3g |
| **carbohydrates** | 2.9g | 5.8g |
| **sugar** | 1.8g | 3.6g |
| **sodium** | 4mg | 7mg |

This product contains nuts. Due to the natural content of product, it may contain traces of shell.

Manufactured at a place that also handles seeds, gluten, wheat, dairy, eggs, and peanuts.

100% Australian owned and made – from local and imported ingredients

Manufactured at 16 Kallara Close, Duffy, ACT 2611

P: 0400 843 858 E: [anna@ednrrealfoods.com.au](mailto:anna@ednrrealfoods.com.au) W: [www.ednrrealfoods.com.au](http://www.ednrrealfoods.com.au/)

Store in a cool, dry place, away from direct sunlight.

Lot identification:

Best before:



ednr products are ideal for:

* The health conscious

fuel your day with nutritional goodness

* Bushwalkers and outdoor enthusiasts

energy dense = minimal weight to carry

* Endurance Athletes

low carb/healthy natural fats and protein

Healthy living. Healthy training. Healthy racing.

Raw muesli crumble

**500g**

**simple. authentic. natural.**

**because it tastes great AND is good for you!**

paleo

fruit free and low carb

full of healthy natural fats (86% nuts)

no grains, gluten, refined sugar, additives, preservatives or trans-fats

nothing puffed, beaten, rolled, or high-temp heated into shape (=nutrients remain intact in ednr products)

just nutrient rich, real, whole foods – recognise every ingredient

a little goes a long way and keeps you fuller longer

versatile

home-made

local (ACT)

Crafted by an integrative health coach with a certificate in sports nutrition

We donate 5% of all our profits to Care Australia, providing food and water to those in need, across the world.

BACK:  
Ingredients: walnuts, Australian almonds, pecans, pumpkin seeds, fair trade organic coconut flakes

A perfect bircher base or dessert topping.

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFO – RAW MUESLI CRUMBLE** | | |
| **Serving size: 50g** | Servings per package: 10 | |
|  | avg. qty p/serve | Avg. qty. p/100g |
| **kilojoules** | 1350kj | 2710kj |
| **calories** | 325 cal | 648 cal |
| **protein** | 7.8g | 15.5g |
| **fats** | 30.8g | 61.6g |
| **saturated** | 5.8g | 11.6g |
| **carbohydrates** | 3.0g | 6.0g |
| **sugar** | 1.9g | 3.8g |
| **Sodium** | 4mg | 7mg |



ednr products are ideal for:

* The health conscious

fuel your day with nutritional goodness

* Bushwalkers and outdoor enthusiasts

energy dense = minimal weight to carry

* Endurance Athletes

low carb/healthy natural fats and protein

Healthy living. Healthy training. Healthy racing.

This product contains nuts. Due to the natural content of product, it may contain traces of shell.

Manufactured at a place that also handles seeds, gluten, wheat, dairy, eggs, and peanuts.

100% Australian owned and made – from local and imported ingredients

Manufactured at 16 Kallara Close, Duffy, ACT 2611

P: 0400 843 858 E: [anna@ednrrealfoods.com.au](mailto:anna@ednrrealfoods.com.au) W: [www.ednrrealfoods.com.au](http://www.ednrrealfoods.com.au/)

Store in a cool, dry place, away from direct sunlight.

Lot identification:

Best before:

Choc hazelnut muesli

**500g**

**simple. authentic. natural.**

**because it tastes great AND is good for you!**

paleo

fruit free and low carb

full of healthy natural fats (60% nuts)

no grains, gluten, refined sugar, additives, preservatives or trans-fats

nothing puffed, beaten, rolled, or high-temp heated into shape (=nutrients remain intact in ednr products)

just nutrient rich, real, whole foods – recognise every ingredient

a little goes a long way and keeps you fuller longer

versatile

home-made

local (ACT)

Crafted by an integrative health coach with a certificate in sports nutrition

We donate 5% of all our profits to Care Australia, providing food and water to those in need, across the world.

BACK:

Ingredients: hazelnuts, pecans, Australian almonds, fair trade organic coconut flakes, local raw honey, raw fair trade organic cacao powder, vanilla essence

Enjoy the chocolate milk at the bottom of your bowl!

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFO – CHOC HAZELNUT MUESLI** | | |
| **Serving size: 50g** | Servings per package: 10 | |
|  | avg. qty p/serve | Avg. qty. p/100g |
| **kilojoules** | 1429.19 | 2858.02 |
| **calories** | 341.77 | 683.46 |
| **protein** | 5.45 | 10.90 |
| **fats** | 23.40 | 46.80 |
| **saturated** | 4.77 | 9.53 |
| **carbohydrates** | 15.52 | 31.05 |
| **sugar** | 9.66 | 19.32 |
| **Sodium** | 3.26 | 6.51 |



ednr products are ideal for:

* The health conscious

fuel your day with nutritional goodness

* Bushwalkers and outdoor enthusiasts

energy dense = minimal weight to carry

* Endurance Athletes

low carb/healthy natural fats and protein

Healthy living. Healthy training. Healthy racing.

This product contains nuts. Due to the natural content of product, it may contain traces of shell.

Manufactured at a place that also handles seeds, gluten, wheat, dairy, eggs, and peanuts.

100% Australian owned and made – from local and imported ingredients

Manufactured at 16 Kallara Close, Duffy, ACT 2611

P: 0400 843 858 E: [anna@ednrrealfoods.com.au](mailto:anna@ednrrealfoods.com.au) W: [www.ednrrealfoods.com.au](http://www.ednrrealfoods.com.au/)

Store in a cool, dry place, away from direct sunlight.

Lot identification:

Best before:

Tropical mango coconut muesli

**500g**

**simple. authentic. natural.**

**because it tastes great AND is good for you!**

paleo

low carb and healthy natural fats (40% nuts)

no grains, gluten, refined sugar, additives, preservatives or trans-fats

nothing puffed, beaten, rolled, or high-temp heated into shape (=nutrients remain intact in ednr products)

just nutrient rich, real, whole foods – recognise every ingredient

a little goes a long way and keeps you fuller longer

versatile

home-made

local (ACT)

Crafted by an integrative health coach with a certificate in sports nutrition

We donate 5% of all our profits to Care Australia, providing food and water to those in need, across the world.

BACK:

Ingredients: Australian almonds, cashews, organic dried mango\*, fair trade organic shredded coconut and sunflower seeds

\*100% dried fruit. No preservatives, additives or added sugar

Mango and coconut – best of friends!

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFO – TROPICAL MANGO COCONUT MUESLI** | | |
| **Serving size: 50g** | Servings per package: 10 | |
|  | avg. qty p/serve | Avg. qty. p/100g |
| **kilojoules** | 1130 | 2270 |
| **calories** | 270 | 543 |
| **protein** | 7.0g | 14.1g |
| **fats** | 22.1g | 44.2g |
| **saturated** | 6.9g | 13.8g |
| **carbohydrates** | 8.9g | 17.9g |
| **sugar** | 7.5g | 15g |
| **Sodium** | 4mg | 7mg |



This product contains nuts. Due to the natural content of product, it may contain traces of shell.

Manufactured at a place that also handles seeds, gluten, wheat, dairy, eggs, and peanuts.

100% Australian owned and made – from local and imported ingredients

Manufactured at 16 Kallara Close, Duffy, ACT 2611

P: 0400 843 858 E: [anna@ednrrealfoods.com.au](mailto:anna@ednrrealfoods.com.au) W: [www.ednrrealfoods.com.au](http://www.ednrrealfoods.com.au/)

Store in a cool, dry place, away from direct sunlight.

Lot identification:

Best before:

ednr products are ideal for:

* The health conscious

fuel your day with nutritional goodness

* Bushwalkers and outdoor enthusiasts

energy dense = minimal weight to carry

* Endurance Athletes

low carb/healthy natural fats and protein

Healthy living. Healthy training. Healthy racing.

Cinnamon fig muesli

**500g**

**simple. authentic. natural.**

**because it tastes great AND is good for you!**

paleo

low carb and healthy natural fats (50% nuts)

no grains, gluten, refined sugar, additives, preservatives or trans-fats

nothing puffed, beaten, rolled, or high-temp heated into shape (=nutrients remain intact in ednr products)

just nutrient rich, real, whole foods – recognise every ingredient

a little goes a long way and keeps you fuller longer

versatile

home-made

local (ACT)

Crafted by an integrative health coach with a certificate in sports nutrition

We donate 5% of all our profits to Care Australia, providing food and water to those in need, across the world.

BACK:

Ingredients: Australian almonds, brazil nuts, cashews, organic dried figs\*, pumpkin seeds, sunflower seeds and cinnamon  
\*100% dried fruit. No preservatives, additives or added sugar

An earthy and warm flavour.

|  |  |  |
| --- | --- | --- |
| **NUTRITIONAL INFO – CINNAMON FIG MUESLI** | | |
| **Serving size: 50g** | Servings per package: 10 | |
|  | avg. qty p/serve | Avg. qty. p/100g |
| **kilojoules** | 1140 | 2280 |
| **calories** | 272 | 545 |
| **protein** | 8.4g | 16.8g |
| **fats** | 22.3g | 44.6g |
| **saturated** | 3.3g | 6.6g |
| **carbohydrates** | 7.9g | 15.9g |
| **sugar** | 5.7g | 11.4g |
| **Sodium** | 6mg | 13mg |



This product contains nuts. Due to the natural content of product, it may contain traces of shell.

Manufactured at a place that also handles seeds, gluten, wheat, dairy, eggs, and peanuts.

100% Australian owned and made – from local and imported ingredients

Manufactured at 16 Kallara Close, Duffy, ACT 2611

P: 0400 843 858 E: [anna@ednrrealfoods.com.au](mailto:anna@ednrrealfoods.com.au) W: [www.ednrrealfoods.com.au](http://www.ednrrealfoods.com.au/)

Store in a cool, dry place, away from direct sunlight.

Lot identification:

Best before:

ednr products are ideal for:

* The health conscious

fuel your day with nutritional goodness

* Bushwalkers and outdoor enthusiasts

energy dense = minimal weight to carry

* Endurance Athletes

low carb/healthy natural fats and protein

Healthy living. Healthy training. Healthy racing.