



Information brief for new packaging design



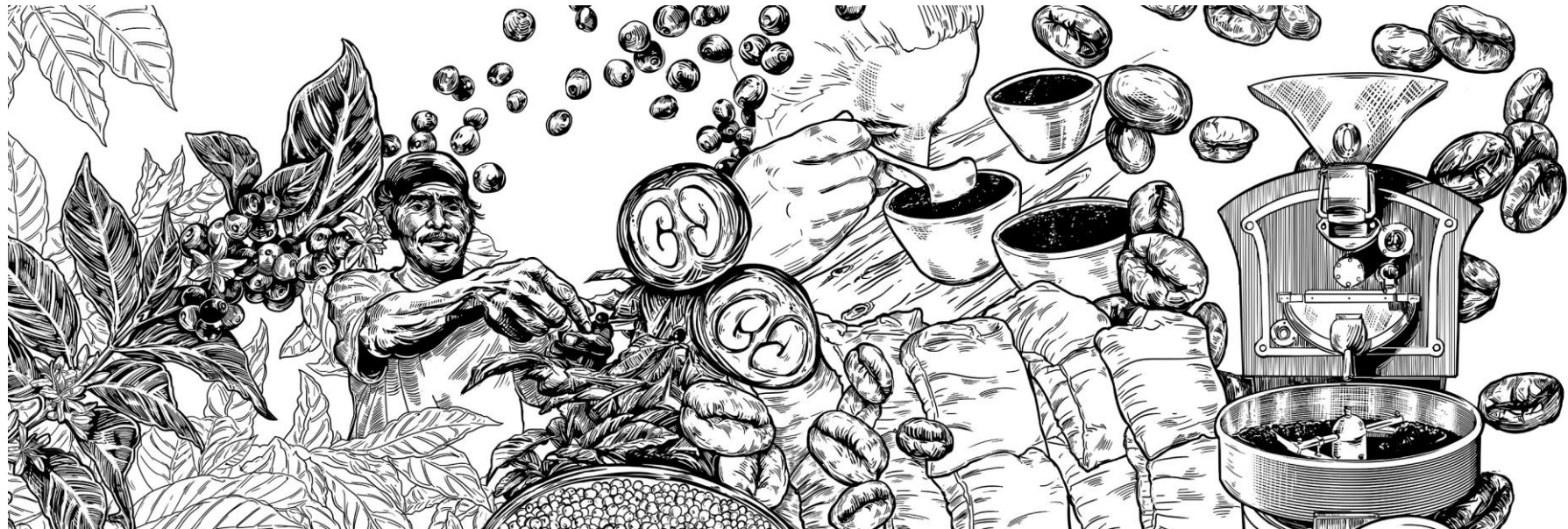




DOS MUNDOS

# Who we are and **what we are looking for?**

- Dos Mundos is a premium brand of specialty coffee roasters based in Prague in the Czech Republic.
- We sell coffee beans to other coffee shops [wholesale channel] or to final consumers in our own coffee shops [retail]
- We are roasting only specialty grade coffee that we source either directly or through specialty coffee merchants.
- We have usually 6-8 coffees on our offer list. Each coffee stays with us 2-7 months based on their harvest season.
- We pack our coffee for retail purposes in 250g bags that we sell in our cafés, roastery and clients.
- We are now changing our bags from side gusset bags with valve closed by tin ties to flat bottom bags with zipper and valve.
- We want evolution of our packaging design [not revolution]
- Our current bags are decorated by front and back stickers.
- New bags will be custom printed with general information and logo [e.g. Manufacturer information, contact, size etc.] and we want to have paper sleeve with customized information [e.g. Name of the Coffee origin, farmer, taste profile, farm info etc.]





# Our current packaging range

We have:

- 1kg golden side gusset bags
- 250g golden side gusset bags – THIS IS WHAT WE ARE CHANGING NOW
- 50g golden side gusset sample bags
- 150g metallic golden gift boxes



## Current design

### Side gusset bag, gold color,



### Why we do this change:

- Premiumisation of our pack after 3 years in business
- Competition elevated their bags and we need to keep innovating as well
- Going from side gusset bag to bottom bag with zipper (keeps better coffee quality longer)
- Easier manipulation during packaging
- Less manual work during packaging (currently we have to cut front and back label, put it on the bag and after sealing the bag close it with a tin tie)
- No tin ties just sealing
- Keeps better shape on the shelf (stands alone)

### We want to keep:

- Gold- black design of the bag
- Platform regular as a font
- Country of Origin as the strongest element of each bag

### What we want to change:

- Logo usage – from horizontal to vertical and leaving out descriptor („výběrová pražírna kávy“)
- We want to use all sides of the bag for information common for all coffees we sell and use a paper sleeve for changing information

# Current design

## Front and back labels



.....  
**EKVÁDOR**  
oblast: PICHINCHA  
farma: LAS TOLAS ESTATE



Praženo:  
100% arabica caturra



**Ekvádor**

Oblast: Pichincha Farma: Las Tolas Estate

Čerstvě pražená zrnková káva. Jsme velmi hrdí, že tato káva se prezentuje v naší pražírně již počtvrté. V ruce držíte čerstvou sklizeň odrůdy caturra a pacas. Tato káva roste ve výšce kolem 1700 metrů nad mořem na svazích sopky Pichincha ve specifické biodiverzní oblasti mezi pralesem a Andami. Sklizeň této kávy probíhala mezi červencem a říjnem 2016 a byla sbírána výhradně ručně. Rok od roku také vidíme zlepšující se třídění a balení kávy. Kvalita je jednoduše hlavní prioritou farmáře Arnauda Causse.

Charakteristika kávy: Mléčná čokoláda, javorový sirup, lískové oříšky, dlouhá dochuť

Zpracování kávy: promytá

Příprava: Ideální na espresso a moka

Dejte nám vědět, jak vám chutnalo!

[www.dos-mundos.cz](http://www.dos-mundos.cz), [facebook.com/prazirnadosmundos](https://facebook.com/prazirnadosmundos)

Minimální trvanlivost do: 3 měsíce od data pražení

Nejllepší chuti dosáhnete do 30 dnů od pražení kávy.

Výrobce: Dos Mundos s.r.o., Žerotínova 59, 130 00 Praha 3, ČR

Tel: +420 731 421 002, [kava@dos-mundos.cz](mailto:kava@dos-mundos.cz)

Hmotnost: ☐ 300 g ☐ 1 kg ☐ 1,25 kg

Story of particular coffee farm

Taste and preparation description

Compulsory information

We hand write roast date on the front label

# New bag design

## 250g bottom bag, gold matte with zipper and valve



- Custom printed with logo and general information (bag will be printed by black color only)
- Paper sleeve with detailed information about particular coffee (have to be easily adaptable to different coffee - every year we produce about 25 different coffees)
- Front side is the one without valve, back side is the one with valve
- We are looking for both bag and sleeve design – you should offer solution for sleeve design and size.
- Details about this bag (size, lines) are in separate file and guidelines from the bag manufacturer.



# Examples of what we like



ONA coffee – we like the way they treated the sleeve and information on it

# Examples of what we like

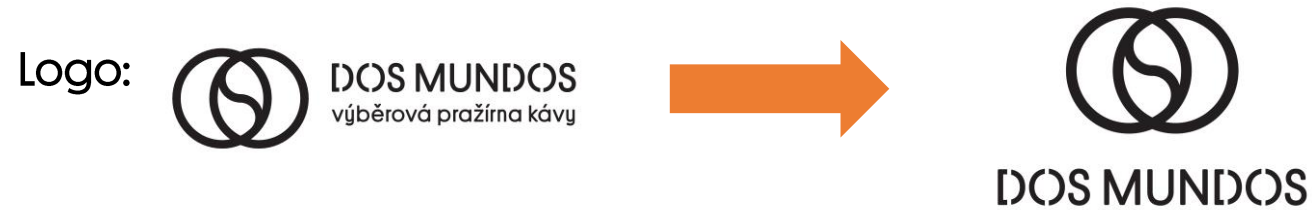
Mockup idea how it could work





# Logo and font usage

Font: Platform regular ( or similar looking one), minimal font size is 7



Logo and font are in separate file



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# Must have information on the BAG

USE only black color – no multiple color!

Other colors may be used on the sleeve

Please use following text in brackets for your design

Back side [this side includes valve] or side of the bag [this information can be covered by the sleeve excluding the weight information- this one should be visible:

- weight information: [Hmotnost: 250g]
- producer: [„Výrobce: Dos Mundos s.r.o., Žerotínova 1663/59, 130 00, Praha 3, ČR “]
- social connections –facebook, instagram, website info: [www-dos-mundos.cz @dmroastery FB/prazirnadosmundos]
- date of use info [ Minimální trvanlivost 90 dní od data pražení uvedeného na zadní straně obalu]
- Quality inf [Nejlepší chuti dosáhnete do 30 dnů od pražení kávy.]
- What is inside the bag information [V ruce držíte čerstvě praženou zrnkovou kávu. Pracujeme výhradně s výběrovými jednodruhovými arabikami, které získali 85+ bodů. Káva se sbírá na farmách ručně a my navazujeme, co nejpřímější, někdy i zcela osobní vazby na farmy. To vše, abychom vám mohli přinášet, to nejlepší, co se z aktuálních sklizní nabízet dá a podporovat přitom farmáře, kteří odvádí na svých farmách velmi tvrdou práci.]

Front side:

- Logo [see slide about logo usage] – cannot be covered by sleeve
- Optional graphical elements - conneted with coffee [e.g. leaves, cherries, handpicking, cupping, roasting, roasting machine Giesen W6] or with logo design – can be covered by sleeve





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# Information on the SLEEVE part 1

Multiple colors may be used on the sleeve

Sleeve can be printed on both sides

Please use following text in brackets for your example design

Front side:

- Name of the country [Ekvádor]
- Name of the farm or washing station [ farma: Las Tolas]
- Some kind of map featuring the country of origin - we source from central america, south america, africa, indonesia –this time show Ecuador
- 3 flavour descriptors of the coffee [Lískové ořechy, mléčná čokoláda, karamel]

Front or back [outter part of the sleeve]

- Varietal [100% arabica caturra]
- Process [zpracování: promyté]
- Region [Pichincha]



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# Information on the SLEEVE part 2

Multiple colors may be used on the sleeve

Sleeve can be printed on both sides

Please use following text in brackets for your example design

Back side and side of the sleeve [outer part]

- Roasting date [Praženo: ] – we need some space to handwrite date in the format of DD.MM.YYYY We roast fresh and this information is a big plus of our brand so visibility of the roast date should be good
- Few words about the coffee farm and coffee usually about 6 sentences [Jsme velmi hrdí, že tato káva se prezentuje v naší pražírně již počtvrté. V ruce držíte čerstvou sklizeň odrůdy caturra a pacas. Tato káva roste ve výšce kolem 1700 metrů nad mořem na svazích sopky Pichincha ve specifické biodiverzní oblasti mezi pralesem a Andami. Sklizeň této kávy probíhala mezi červencem a říjnem 2016 a byla sbírána výhradně ručně. Rok od roku také vidíme zlepšující se třídění a balení kávy. Kvalita je jednoduše hlavní prioritou farmáře Arnauda Causse.]
- We usually have a photo of the farm, but not every single time. You can use the design including photo, but if you choose to do so, you have to show alternative when no photo is available. Sample photo is attached in separate file.





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# Information on the SLEEVE part 2

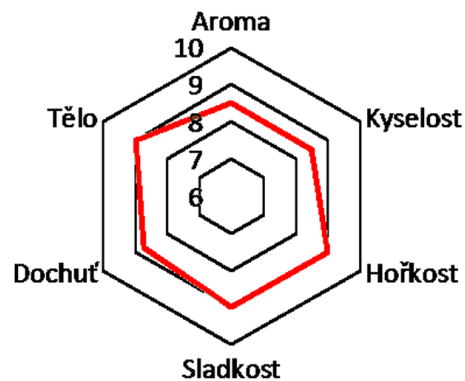
Multiple colors may be used on the sleeve  
Sleeve can be printed on both sides  
Please use text in brackets for your example design

Back side [this side includes valve] and side of the sleeve [outer or inner part of the sleeve]

- optional – taste profile showed on hexagone
- Optional – brewing recipe [can be showed on the inner part of the sleeve]:



Brewing recipe



## ***Doporučený recept na espresso***

<b>Gramáž kávy do portafilteru</b>	18g
<b>Cílová hmotnost espressa</b>	40g (extrakční poměr 45%)
<b>Celkový čas extrakce</b>	28 sekund

### **Chuťový projev espressa:**

Ekvádor je na espresso krásně vybalancovaný s vůní pralinek a medu. V chuti se pak projevuje převážně chuť čokolády a másla s jemnou oříškovou dochutí. Díky tomu se hodí i na přípravu cappuccina a dalších mléčných variací.