Design Direction:

1. We have three product lines: Instant Marinades (8oz flexible pouch, top fitment), Seasoned Sea Salts (7oz spice bottle), and Agave BBQ Sauces (16oz restaurant style squeeze bottle).
2. The basic design should be simple, tell a story of what the product is, and be interchangeable (show recognition in different parts of the retail store) on both the labels and on the pouch. For Example:

so good! Company Name

instant marinade Product Name – Instant marinade, Agave BBQ Sauce, or Seasoned Sea Salt

fresh herb & roasted garlic Actual Flavor of that product (ie. Instant marinades will be Fresh herb & roasted garlic, veggie, or burgundy peppercorn, BBQ’s – Hickory, Chipotle-mesquite, Sweet & Tangy, and Sea Salts – Latin Lime, Southern Style, Roasted Garlic & Butter)

use on poultry & seafood Description of what it is used for

all natural ingredients We legally qualify for “all natural” distinction -

1. We want Product Name to be easily readable so customers know and identify with what it is.
2. Company name will stay the same, Product name, Description, and Flavor lines could be easily plugged in and out of pouch design, and labels.
3. So Good! is trademarked. It can be used in all lower case, all upper case, or a mix of both. We are open to looking at this with a fresh eye.
4. For labels or background we tend towards the “craft” or “cardboard” natural color
5. Our basic theory is that all of our products are So Good!
   1. SoGood in TASTE
   2. SoGood in ALL NATURAL/FRESH INGREDIENTS (labels and ingredient statements are familiar to everyone)
   3. SoGood in EASE OF USE
   4. SoGood in VALUE (price per pound is better than other competitors)
   5. SoGood in PACKAGING (old school BBQ squeeze bottles and Instant Marinade pouches)
6. More direction may be discussed.