

KOSHA FOODS - PRODUCT LABEL DESIGN BRIEF

Update: 08 Jan 2018

1) MILLET GRAINS

Quantity - 450 g (1 lb)

Needs to be on the label:

Front:

Whole Grain

Company Logo

Product Name

Raw, Vegan and Gluten-Free
Low Glycemic Index and Diabetic friendly
Source of Protein, Fibre and minerals

Back:

Placeholder for recipes:

Our Story:

Produced through a partnership with farmers in India

Ingredients: Whole grain millets

Origin: India

Packaged in Canada

A placeholder box for barcode

A placeholder box for Address

www.kosahfoods.com

Nutrition facts table: Use Figure 8.1 E

<https://www.canada.ca/en/health-canada/services/technical-documents-labelling-requirements/directory-nutrition-facts-table-formats/nutrition-labelling.html#a2>

A sign that says recyclable

More resources as in link here:

<https://99designs.ca/designer-resource-center/designing-product-label>

2) Once the grain design is finalized, the label for flour will be replicated with minor edits (mainly different words for recipe/ingredient name). Thats it!

More packaging inspiration in the link [here](#).



What the bags look like:



Size: SUP Pouch with Zipper
350gms

6.69 x 9.84 x 3.54 inch (W X L X G)

(Label will go only till the top of the window, so should be approx.)