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For:

Re: Two Hills - Matcha Daily Shot

1. OBJECTIVES:

- Create a package that is visibly more appealing than that of competitors.



- Front panel communication (in this order of relevance):
 - ⇒ Matcha
 - ⇒ Organic Korean | Biologique Coréen
 - ⇒ Brand (Two Hills Tea)
 - ⇒ Daily Shot
 - ⇒ healthy boost to smoothies, lattes and more | un coup de pousse pour smoothies, lattes...
 - ⇒ 100g

2. TWO HILLS BRAND:

- ⇒ Core belief: EVERYONE should have access to organic, affordable tea.
- ⇒ Character: fresh, real food activist; excited to work with ingredients; fascinated with the origin of such ingredients.

3. Required Items:

- ⇒ Front Panel:
 - Two Hills Logo
 - Matcha Powder (the vessel, container or other settings may be defined by the designer)
 - Organic Logos: USDA & COR (Canadian Organic)
 - Optional: fresh tea leaves or tea fields)
- ⇒ Back Panel:
 - UPC Code
 - Image of matcha smoothie or latte, ideally with the matcha just starting to blend into the milk.

4. Back Panel Text:

- ⇒ 100%, shade grown, micro-milled Korean green tea
- ⇒ Directions:
 - Power Smoothies. Add 1 flat tea spoon to your favourite ~ 10 oz smoothie and blend.
 - Lattes. Whisk 1 flat tea spoon in a bowl and add your favourite steamed milk. Tips: nut milks work great! Cold lattes are delicious too.
 - Culinary Arts: try adding some matcha to your favourite baked goods.
- ⇒ We LOVE the land where this tea grows and the people that farm it. Korea started farming whisked tea in the 9th century in the hills near Jiri mountain, but is barely known as an origin for tea; we find that unknown origins often produce jewels with great value.
- ⇒ Daily Shot! Matcha has long been known as an aid for well-being and focus. Find out what a shot a day can do!

- ⇒ Company Name and address.
- ⇒ Website & Social Media Handles.