

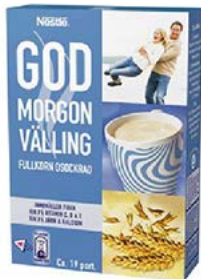


BLA BLA FOODS
PRODUCT MOOD BOARD



VÄLLING
NATURAL • HEALTHY • ORGANIC

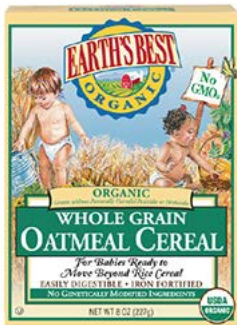




OTHER BRANDS

NESTLÉ • FINDUS • SEMPER • LITTLE FARMER • ENAGO





BRAND PEERS

EARTH'S BEST • HIPPI • HOLLE • PLUM ORGANICS





SCAN STYLE

MINIMALISTIC • SOPHISTICATED • ELEGANCE



Hemma hos Annika



KØL & KOMFUR



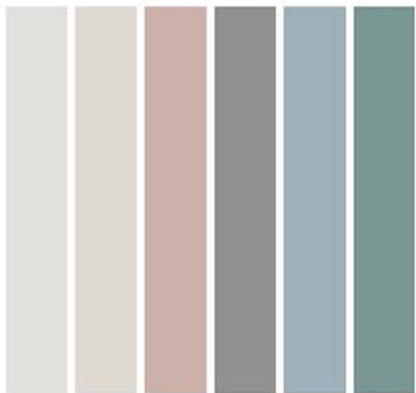
WONDERY



SCAN PACKAGING

CLEAN · SIMPLE · NATURE INSPIRED





SCAN COLOR

WARM GRAYS • SOFT HUES • NATURAL TONES





PATTERN & TEXTURE

CLEAN LINES · BOLD FORMS

