



Bryan Mount_Fall_2018
Art 442_Project 1

EXISTING PACKAGING AND BRAND



POSITIONING STATEMENT

Peet's Coffee is a San Francisco Bay Area-based specialty coffee roaster and retailer. Founded in 1966 by Alfred Peet in Berkeley, California, Peet's introduced the United States to its darker roasted Arabica coffee in blends including French Roast and grades appropriate for espresso drinks.

Peet's offers freshly roasted beans, brewed coffee and espresso beverages, as well as bottled cold brew. In 2007, Peet's opened the first LEED Gold Certified roastery in the United States. Peet's coffee is sold in over 14,000 grocery stores across the United States. In December 2016, Peet's announced that it was building a second roaster in Suffolk, Virginia. The 175,000-square-foot facility will cost \$58 million and was set to open in 2018. At that time, the Alameda roaster was producing approximately 1 million pounds of coffee each week.

Founder: Alfred Peet grew up in the Netherlands, where his father owned and operated a coffee wholesale and coffee bean grindery. Peet trained with his father to roast and grind coffee. In 1938, at the age of 18, he moved to London to work for a coffee and tea company. He also spent time in New Zealand and Indonesia before moving to San Francisco in 1955 where he worked for a coffee and tea importer. Peet wanted to bring better coffee to the American market and became known as "the godfather of gourmet coffee in the U.S." When the three founders of Starbucks were looking to start their company, they contacted Peet, who "became like a father mentor" to them. He allowed the three young men to copy the layout of his store and shared his suppliers.



CREATIVE BRIEF

PROJECT RESEARCH

Peet introduced better coffee on a large scale to the US, earning him the title “the godfather of gourmet coffee in the US.” He mentored the founders of Starbucks. He created his own roasting facilities, some producing up to one million pounds of coffee a week.

PROJECT OVERVIEW

Rebrand Peet’s Coffee Keurig 10 count packaging , by giving it a fresh and eye-catching look. Utiloizing the existing themes, image, and storylines that Peet’s Coffee has sucessfully established. The branding and package design will catch the attention of existing customers, and attract new customers.

DESIRED MESSAGE

Quality, Gourmet, that competes with any high-end brands of coffee form all over the world. Possible tag-line: “ComPeet’s with any other gourmet coffee brand!” or “Start Your Day With Peet’s Gourmaet.”

LOOK & FEEL

- *High-end, easily identifiable as a coffee product.*
- *Creative packaging that welcomes customers to pick it up, reward when opened.*
- *Colors: White, Black, Browns, Gold, Tans, used for “House Blend.”*
- *Patterns: International or Arabic icons.*

TARGET AUDIENCE

Males & females ages 30- 70, that enjoy gourmet coffee day or night, looking for that “coffee shop flafor and experience.”



AGE 65
OCCUPATION Retired
STATUS Married
LOCATION San Diego

PERSONALITY



Goals

- Spending time with family and friends
- Vacationing / Traveling
- Crafting and shopping

Frustrations

- Feeling tired
- Cheap products
- Driving long distances



AGE 70
OCCUPATION CCO
STATUS Married
LOCATION San Francisco

PERSONALITY



Goals

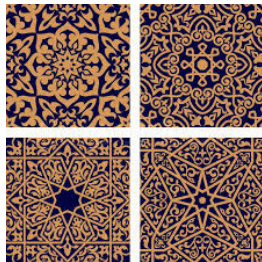
- Extensive work in field
- Business growth
- Going to Baseball games

Frustrations

- Running out of energy
- Overworked
- Not meeting quotas



INSPIRATION AND COMPETITORS



- *Iconography in the logo.*
- *Create new tone on tone iconography pattern for background or "P" in Peet's Coffee existing logo.*
- *The new packaging will resemble a coffee mug, including a fold-out handle, that also serves as the way to access the product*

THUMBNAILS & SKETCHES

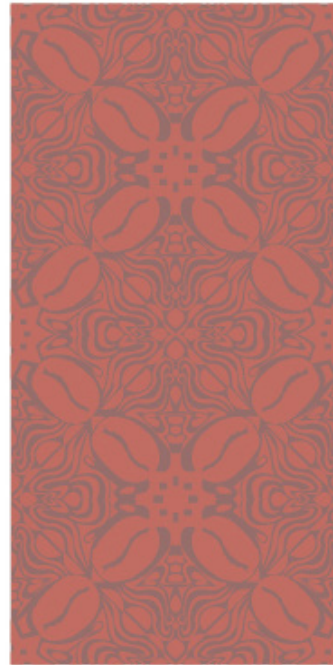
Peet's Coffee

Peet's Coffee



Peet's Coffee

Coffee Beans or Coffee Mug iconography in logo text.



Pattern I created, in an Arabic themed style, steps 1,2,3.



Left: Transportation icons to represent *Alfred Peet's* travels to find the best coffee and bring it to the US. Brown Background, gold icons.

Right: Logo background red, white typography and line work.

TYPOGRAPHY

For logo:

Kewl Script

Olidia

For Titles:

STIXGeneral

For body text:

Park Lane

For Coffee type:

VORTICE

OUR STORY

It all started on Vine and Walnut Streets in Berkeley, California, Where Alfred Peet opened his first shop in 1966 with one goal: to make coffee unlike anything America had tasted before.

Today, we abide by his exacting standards to deliver the richest, most flavorful cup - using only the world's finest beans, hand roasting in small batches, and never compromising on freshness.

100% ARABIC COFFEE

*Roasted by Peet's Coffee, Inc.
Berkeley, CA 94709
Packed by Keurig
Green Mountain
Waterbury, VT 05676*

FRENCH ROAST

OUR PROMISE

We Believe there's only one way to roast coffee: with precision of craftsman who relies on his five senses - not a computer - to arrive at perfection.

We believe coffee beans are at their peak the second they emerge from the roaster, so we quickly seal in the freshness to deliver you full flavor.

We believe when we've done our job, you will experience something you've never tasted before - something uniquely rich and deep.

*The truth is, we don't believe in taking shortcuts and our approach to single cups has been no different. That's why Peet's can promise something you just can't get anywhere else:
The uncompromised cup.*

BEST BY 18 FEB 2015
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PL096 4144

EXPERIENCE PEET'S
Enjoy an expertly brewed cup at one of our cafés, or have the world's finest coffees delivered to your door.
PEETS.COM

TALK TO AN EXPERT
Our experts are always ready to talk beans, brewing and the perfect cup.
800.999.2132

Peet's Coffee & Tea

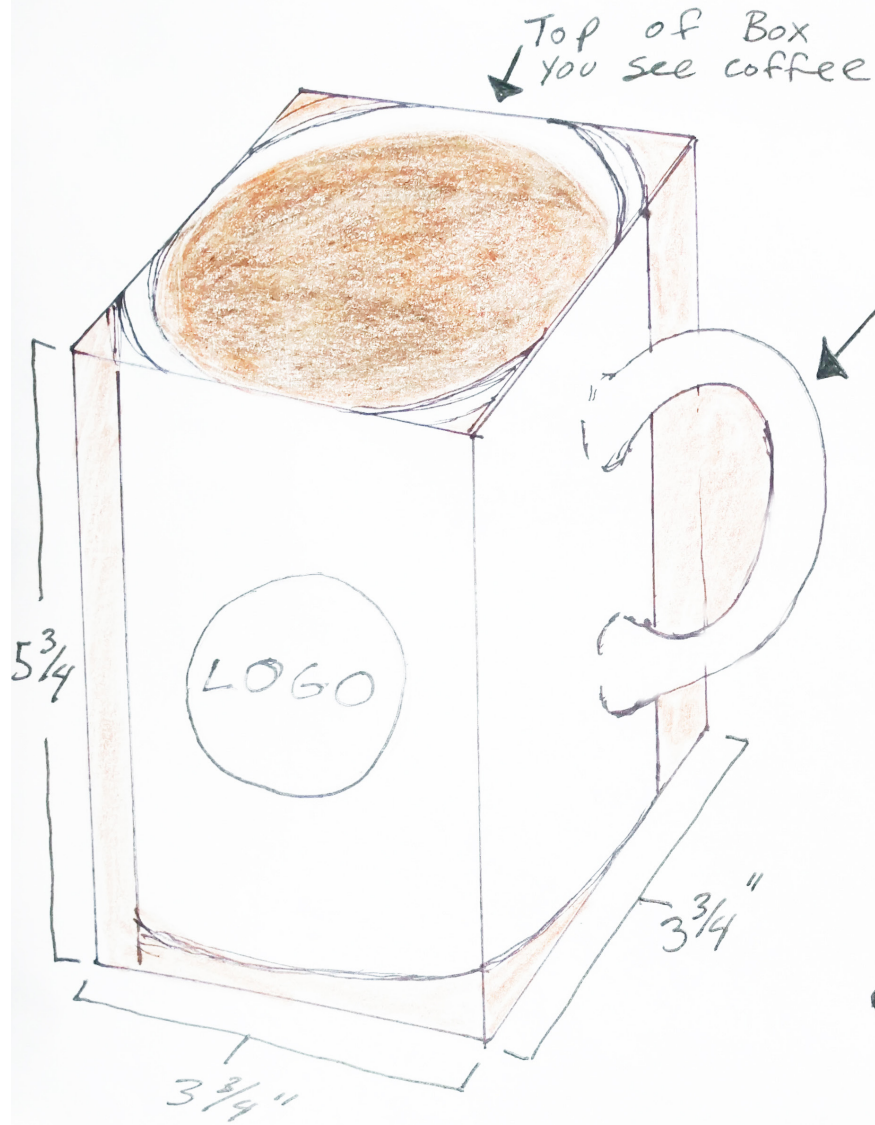
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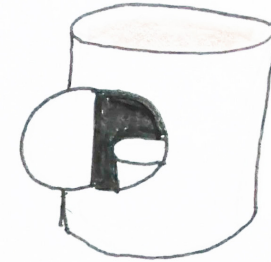
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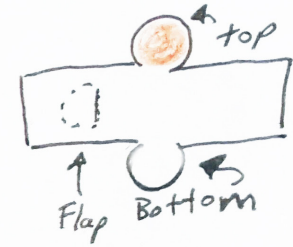
CONCEPT SKETCHES



Flap that opens up (perforated)



* possibly, a cylinder shaped package



The flap that opens, and is the handle of the mug image, also functions to access the product

PACKAGE PRINT LAYOUT



Flap opens to form peet's Coffe's current logo.



FINAL PRODUCT





KEURIG
Peet's Coffee
HOUSE BLEND
100% ARABICA
10 SERVOIS CAPSULES
NET WT 4.7 OZ (134g)

OUR STORY
It all started on Vine and Walnut Streets in Berkeley, California. Where Alfred Peet opened his first shop in 1966 with one goal in mind: coffee unlike anything America had ever known before.
Today, we abide by his exacting standards to deliver the richest, most flavorful cup - using only the world's finest beans, hand roasting in small batches, and never compromising on freshness.

100% ARABICA COFFEE
Roasted by Peet's Coffee, Inc. Berkeley, CA
Packed by Keurig Green Mountain Waterbury, VT 05676

KEURIG
Peet's Coffee
HOUSE BLEND
100% ARABICA
10 SERVOIS CAPSULES
NET WT 4.7 OZ (134g)

OUR STORY
It all started on Vine and Walnut Streets in Berkeley, California. Where Alfred Peet opened his first shop in 1966 with one goal in mind: coffee unlike anything America had ever known before.
Today, we abide by his exacting standards to deliver the richest, most flavorful cup - using only the world's finest beans, hand roasting in small batches, and never compromising on freshness.

100% ARABICA COFFEE
Roasted by Peet's Coffee, Inc. Berkeley, CA
Packed by Keurig Green Mountain Waterbury, VT 05676

KEURIG
Peet's Coffee
PUMPKIN SPICE
100% ARABICA
10 SERVOIS CAPSULES
NET WT 4.7 OZ (134g)

OUR STORY
It all started on Vine and Walnut Streets in Berkeley, California. Where Alfred Peet opened his first shop in 1966 with one goal in mind: to make a coffee unlike anything America had ever known before.
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100% ARABICA COFFEE
Roasted by Peet's Coffee, Inc. Berkeley, CA
Packed by Keurig Green Mountain Waterbury, VT 05676

KEURIG
Peet's Coffee
HOUSE BLEND
100% ARABICA
10 SERVOIS CAPSULES
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Peet's Coffee

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Peet's Coffee







Heart on inside of the flap.







PROCESS STATEMENT

The problem I chose to address, is that the existing icon takes many times of viewing before one realizes it's a coffee cup & a "P". Aside from the colors, the existing packaging does not read as a coffee product.

The new packaging lets the consumer know immediately that it is a coffee product by seeing the real photo on the top of the box, the Arabic pattern that contains coffee beans, and the handle of the mug on the side of the box.

By making the flap that opens to access the product, double as a coffee mug handle and revealing a heart on the inside, The new packaging gives the consumer a "reward" which also portrays the care and attention to the coffee beans that "Peet's Coffee" company has branded as a major theme to the product. The icon version makes the "P" identifiable and along with the photo on the top, explains that it is a coffee mug.

The variety of patterns using the same layout allows for the patterns to be easily changed. This allows for versatility that can bring attention to different flavors and holiday seasons.



SIDE BY SIDE, OLD & NEW

