

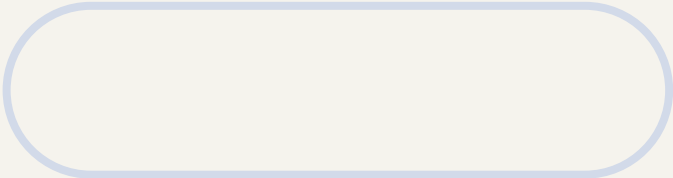


SPRINKI

Pure vanilla powder

Why **SPRINKI** ?



- 100% pure vanilla powder
 - Longer shelf life
 - Easy storage and resilient to conditions
 - Measured easily, sprinkled on dishes
 - Certified Halal and suitable for dietary restrictions, no additives
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Competition

Dadora Vanilla

- High-quality branding
- Pattern design perceived as overwhelming

How to stand out?

- Simplify and added fun elements
- Align with the creative nature of baking and add more colors



Beyond Good

- Modern and eye-catching branding

How to stand out?

- Intend to source vanilla from diverse origins (Mexican, Madagascar, Tahitian) instead of a single origin
- Develop unique themes for each origin



Morton & Bassett

- Too minimalist
- Lacks clarity in purpose and usage
- The vanilla powder is white, indicating that it is artificial.

How to stand out?

- Add personality into the branding
- Provide additional info/explanation
- Use pure organic vanilla



target retail



Audience

Persona 1

Amina, a 30-year-old Muslim who strictly follows halal dietary guidelines, which means she only consumes food and beverages that are free from alcohol.

Persona 2

Vanessa is a 45-year-old bakery owner and pastry chef who requires large quantities of ingredients to serve her bakery's high production demands. She seeks products that offer longevity and convenience to support her bakery's productivity.



Concept 1

Rustic Minimalist

Embodying a minimalist rustic charm, subtle lines and cursive fonts infuse a traditional and clean feel, creating a timeless brand identity. using a dual minimalist neutral color theme across all SKUs ensures a consistent and elegant brand presence throughout our product line.

Concept 1

Mood board



C 1



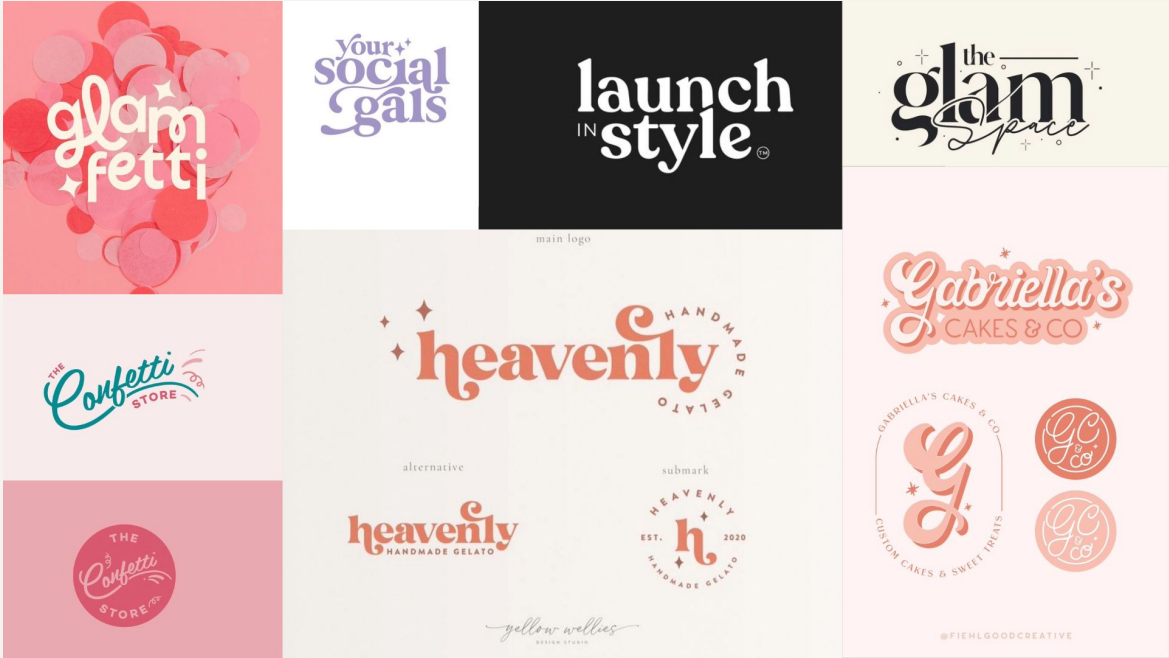
Concept 2

Bold contemporary

This concept with High-saturation colors, a blend of bold and cursive fonts, and hand-drawn sparks create a modern, makes a modern and catchy design that's really eye-catching and easy to remember.

Concept 2

Mood board



C 2



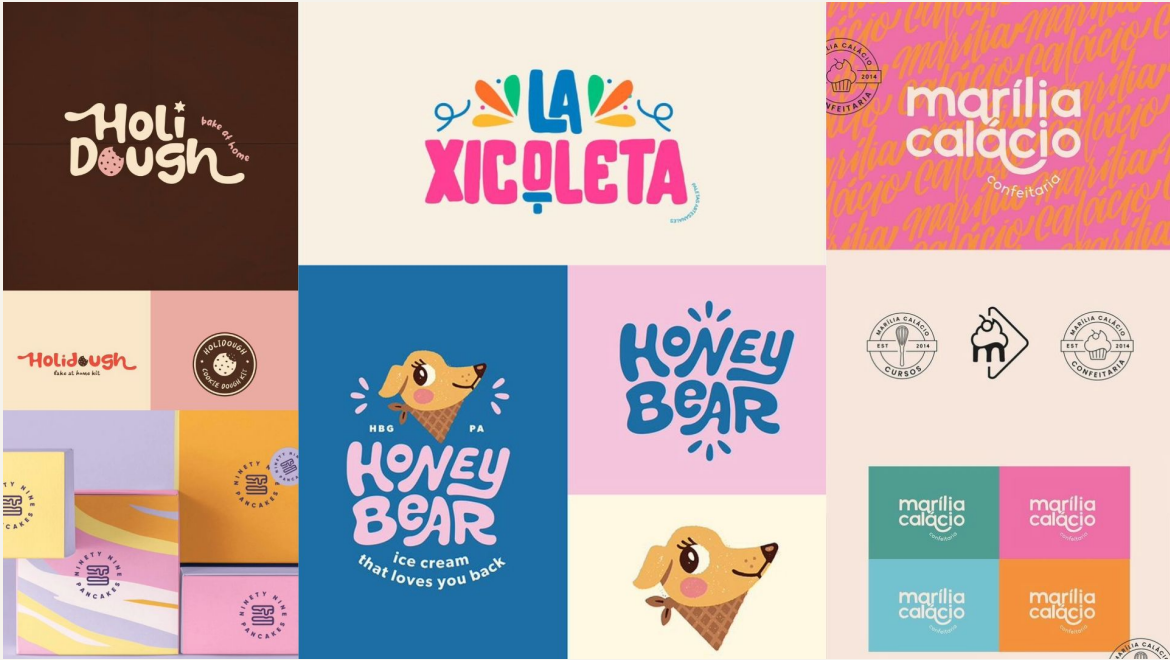
Concept 3

Illustrative and playful

The design uses different colors and patterns for each product to match its overall style and origin. The packaging not only makes it easy to ship but can be utilized in more sustainable materials.

Concept 3

Mood board



C 3



SKU 1



SKU 2



SKU 3



SKU 4



Welcome to the secret realm of flavor magic! Our Vanilla Sugar isn't just an ingredient; it's the key to unlocking a world of taste. Sprinkle it liberally and embark on a culinary adventure where sweetness meets enchantment!

Dare to be different! Vanilla Sugar isn't just for baking. Try it on unexpected delights like popcorn, roasted nuts, or even as a finishing touch on savory dishes. Let your taste buds dance to the rhythm of innovation.

Not a significant source of nutrients.

Ingredients:

Organic Cane Sugar, Pure Vanilla

Store in dry cool place

Produced and packaged by:

Sprinkl- Fresno, CA

www.sprinkl.com

Product of USA



SPRINKL

%100 Pure Vanilla Sugar

Great to add to your coffee, tea, hot chocolate or as a topping for pancakes, waffles, and French toast!

VANILLA SUGAR



NET WT 2 OZ (50g)

POP

