



Why SPPinkl?

- 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



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.

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.

Mood board

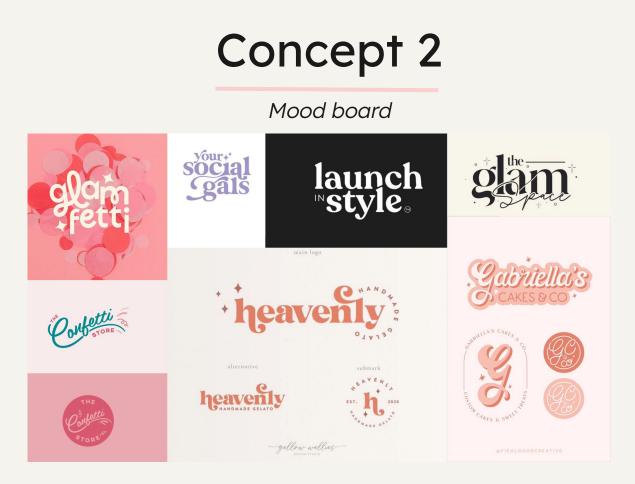


C 1



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.



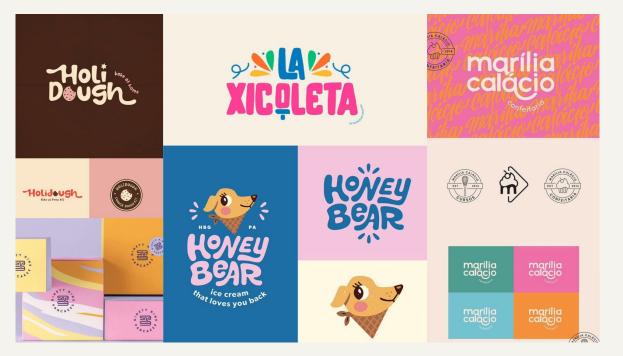
C 2



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.

Mood board



C 3



CREAMY 00000 SPICY 00000 SWEET 00000 RICH 00000

CTRUM

SPE

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VANILLI

Say hello to the smooth operator of the vanilla crew! This creamy dream is like a warm hug for your taste buds, with a sprinkle of spice That feels like a cozy embrace. Imagine hints of smokiness and a touch of woodsy charm creating a flavor symphony that's not just tasty but downright warm and Inviting. Get ready for a delicious welcome to the flavor party!

Not a significant source of nutrients. Ingredients: Pure Mexican Vanilla Store in dry cool place Produced and packaged by: Sprinkl- Fresno, CA www.sprinkl.com Product of USA

SPPinkl

%100 Pure Ground Vanilla

Smooth, slightly spicy flavor with hints of smokiness and a woody undertone

> MEXICAN VANILLA

CREAMY SPICY SWEET RICH

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SPE

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Meet the life of the flavor party! It's a dance of floral noies, cherry-like sweetness, and a hint of anise, creating a taste experience that's like a lively fiesta for your taste buds. This is Tahitian Vanilla—vibrant, friendly, and as unique as a secret garden. Each bite is an invitation to a captivating flavor journey that's both distinctive and thoroughly enjoyable!

Not a significant source of nutrients: Ingredients: Pure Mexican Vanilla Store in dry cool place Produced and packaged by: Sprinkl- Fresno, CA www.sprinkl.com Product of USA

SPrinkl

%100 Pure Ground Vanilla floral, cherry-like flavor with anise-like notes

TAHITIAN

VANILLA

CREAMY 0000 SPICY 0000 SWEET 0000 RICH 0000

SPECTRUM

VANIL

Brace yourself for the desserf diva of vanillas! Get ready to party with a flavor that's rich, sweet, and creamy, rocking your taste buds like a dessert rockstar with notes of caramel and chocolate that bring the sweet beats. Madagascar Vanilla isn't just a flavor; it's a dessert concert that turns every bite into a flavorful encore.

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t a significant source of nutrients. gredients: re Mexican Vanilla prein indry cool place oduced and packaged by: prinkl-Fresno, CA ww.sprinkl.com oduct of USA

SPPinkl

%100 Pure Ground Vanilla

Rich, sweet flavor with strong notes of caramel and chocolate

MADAGASCAR

VANILL

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 Suger, Pure Vanilla Store in dry cool place Produced and packaged by: Sprinkl-Fresno, CA www.sprinkl.com Product of USA

SPPink

%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

