

# Saltwater Coffee

PACKAGING DESIGN

—

V3

04.29.21

SALTWATER  
COFFEE

PACKAGING  
DESIGN

V3  
04.29.21

JETHRO LEYNES

---

# Product Romance

# PRODUCT ROMANCE

## CLIENT PROVIDED

---

Taste a new wave  
of cold coffee.

We brew it hot, you drink it cold.

Through a process known  
as snapchilling, we amplify the  
diverse tasting notes of single origin  
hot coffee and echo the  
smoothness of cold coffee.

Just pop, sip, and enjoy.

–

Starting as 2 small cafes in nyc, we're  
making well crafted coffee – functional,  
enjoyable and now accessible on the go.

## PROPOSED UPDATES

---

Taste a new wave  
of cold coffee.

We brew it hot,  
*Pour Over Style*,  
You drink it Snapchilled™.

Cooled in just seconds,  
the Snapchilled™ process amplifies  
the diverse tasting notes of  
single origin hot coffee and echoes  
the smoothness of cold coffee.

Just pop, sip, and enjoy.

–

Starting as 2 small cafes in nyc,  
we're crafting premium on-the-go cold  
coffee like you've never tasted before.

SALTWATER  
COFFEE

PACKAGING  
DESIGN

V3  
04.29.21

JETHRO LEYNES

# Full Label Design

DIRECTION

1


**GLUTEN FREE** | **VEGAN** | **NO SUGAR ADDED** | **150MG CAFFEINE**

**COLOMBIA** JUST POP, SIP, & ENJOY

**0g SUGAR**  
**5 CAL**

**saltwater™**

**Pour Over** STYLE  
**Coffee**

**COLOMBIA** 

**SMOOTH & BALANCED**

with notes of malted caramel and chocolate, and a sweet citrus finish

**SNAPCHILLED™ COFFEE**  
**12 FL OZ (355mL)**

**saltwater™**

Starting as 2 small cafes in NYC, we're crafting premium on-the-go cold coffee like you've never tasted before.

**0g SUGAR**  
**5 CAL**

**Nutrition Facts**  
**Serving Size 1 Can (12 fl oz)**  
**Amount Per Serving**  
**Calories 5**  
**% Daily Value\***

<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 5mg	<b>0%</b>
<b>Total Carbohydrate</b> <1g	<b>0%</b>
Total Sugars 0g	
<b>Protein</b> 0g	
<b>Potassium</b> 170mg	<b>4%</b>

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, added sugars, vitamin D, calcium and iron.

\* The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories per day is used for general nutrition advice.

**INGREDIENTS:** BREWED ARABICA COFFEE (WATER, ARABICA COFFEE BEANS).

**KEEP REFRIGERATED.**  
**DISTRIBUTED AND MANUFACTURED BY:**  
ELEMENTAL BEVERAGE CO.  
586 PLEASANT STREET,  
SUITE 4, WATERTOWN, MA 02472

**PLEASE RECYCLE**

**8 54555-00702 7**

## DIRECTION

# 1

Click the link below for a rotating can  
render\* of this direction

\*for reference only; not the actual product

<https://drive.google.com/file/d/1TESWHWdjTIs5sfrNsfeaXksRi5R70t-5/view?usp=sharing>

DIRECTION

2

Taste a New Wave  
of Cold Coffee

We brew it hot, *Pour Over Style*,  
you drink it Snapchilled™.

Cooled in just seconds,  
the Snapchilled™ process  
amplifies the diverse tasting  
notes of single origin  
hot coffee and echoes the  
smoothness of cold coffee.

JUST POP, SIP, & ENJOY

Single Origin: COLOMBIA

GLUTEN FREE | NO SUGAR ADDED  
VEGAN | 150MG NATURAL CAFFEINE

saltwater™

0g SUGAR  
5 CAL

Pour  
Over STYLE  
Coffee

COLOMBIA

SMOOTH & BALANCED

with notes of malted caramel  
and chocolate, and a sweet  
citrus finish

SNAPCHILLED™ COFFEE  
12 FL OZ (355mL)

**Nutrition Facts**  
Serving Size 1 Can (12 fl oz)  
Amount Per Serving  
**Calories** **5**  
% Daily Value\*  
**Total Fat** 0g **0%**  
**Sodium** 5mg **0%**  
**Total Carbohydrate** <1g **0%**  
Total Sugars 0g  
**Protein** 0g  
Potassium 170mg **4%**  
Not a significant source of saturated fat,  
trans fat, cholesterol, dietary fiber, added  
sugars, vitamin D, calcium and iron.  
\* The % Daily Value tells you how much a  
nutrient in a serving of food contributes  
to a daily diet. 2,000 calories per day is  
used for general nutrition advice.

**INGREDIENTS:** BREWED ARABICA  
COFFEE (WATER, ARABICA  
COFFEE BEANS).

saltwater™  
Starting as 2 small cafes  
in NYC, we're crafting  
premium on-the-go  
cold coffee like  
you've never  
tasted before.

KEEP REFRIGERATED.  
DISTRIBUTED AND MANUFACTURED BY:  
ELEMENTAL BEVERAGE CO.  
586 PLEASANT STREET,  
SUITE 4, WATERTOWN, MA 02472

PLEASE  
RECYCLE

## DIRECTION

# 2

Click the link below for a rotating can  
render\* of this direction

\*for reference only; not the actual product

[https://drive.google.com/file/d/1Hvfdlb\\_IrJty5kfKCWbzags\\_T47\\_Fh68/view?usp=sharing](https://drive.google.com/file/d/1Hvfdlb_IrJty5kfKCWbzags_T47_Fh68/view?usp=sharing)