# Saltwater Coffee

PACKAGING DESIGN

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V3

04.29.21

SALTWATER COFFEE

PACKAGING DESIGN V3 04 29 21

JETHRO LEYNES

# Product Romance

V3 04.29.21

# 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.

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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

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JETHRO LEYNES

# Full Label Design

## DIRECTION



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.

COLOMBIA

JUST POP, SIP, & ENJOY

0g SUGAR 5 CAL

# Pour Over STYLE

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** 

**Total Fat** 0g **Sodium** 5mg 0%

Potassium 170mg

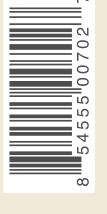
INGREDIENTS: BREWED ARABICA



BY:

# saltwater

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



150MG CAFFEINE NO SUGAR ADDED

VEGAN

GLUTEN

**Calories** 

% Daily Value\*

**Total Carbohydrate** <1g **0%** 

Total Sugars Og

**Protein** 0g

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.

COFFEE (WATER, ARABICA COFFEE BEANS).

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JETHRO LEYNES

DIRECTION

1

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

\*for reference only; not the actual product

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## DIRECTION



# 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** 

Og SUGAR

5 CAL

# COLOMBIA

Pour

### **SMOOTH & BALANCED**

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

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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.



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**B**Y:

SALTWATER COFFEE PACKAGING DESIGN V3 04.29.21

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## DIRECTION

2

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

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