



## 479° POPCORN

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A new vision for popcorn, which teams organic, heritage popping corn with exotic global flavors, is central to the 479° Popcorn brand. The brand name refers to the owner's discovery that 479° Fahrenheit is the optimal temperature for popping corn.

Developed to appeal to foodies, the brand's flavors are both sweet and savory, with offerings such as Alderwood Smoked Sea Salt and Ginger Sesame Caramel.

On the packaging, a chic fashion-forward identity targets sophisticated snackers while photography makes popcorn the hero, with close-up images of individual popped kernels appearing front and center on sampler boxes and one-gallon canisters. The look says artisan and urban at the same time.

The packaging's clean, minimalist graphic design incorporates a variety of colors and patterns to distinguish the brand's eight flavors. Combined on-shelf, the colorful packages make a bold brand statement.

Individual boxes and canisters are sold at high-end retail stores and specialty food stores, and multipacks are available at the company's web site. Specially designed shippers double as gift boxes, supporting the brand identity while eliminating excess packaging.

**BRAND IDENTITY AND  
GRAPHIC DESIGN  
THE ENGINE ROOM INC.**

**RETAIN BOXES  
EVERETT GRAPHICS**

**SHIPPING BOXES  
PACIFIC SOUTHWEST  
CONTAINER**

PAPERBOARD

48

BRAND IDENTITY