

11.24.10

## 479° Popcorn pouch packaging

Packaging, Consumer

San Francisco-based, The Engine Room, Inc., recently launched a packaging extension for artisan popcorn maker 479° Popcorn. Now that 479° has made its mark as a higher-end snack, a new pouch style container was developed to hit a lower price point, facilitate a stronger wholesale push and reach a broader audience. The Engine Room adapted the original six-sided box style to this three-sided pouch (printed with opaque ink on a metalized substrate) while maintaining the distinguishing minimalism of the brand.

Dave Braden, art director; Mike Cotsifas/Doug Ridgway, creative directors.

[www.theengineroom.cc](http://www.theengineroom.cc)

[www.479popcorn.com](http://www.479popcorn.com)

