

Whittingtons Packaging Brief

The Product: Rubs for BBQ meat

Variants: 4. Beef Rub, Chicken Rub, Pork Rub, Aussie Lamb Rub.

Ingredients: Billy the Bandit Rub

Australian bush ranger in the bush, wearing an Aussie cork screw hat, sitting by a campfire with a billy can over the flames, With an angry Bull staring at him through the bush.

Graphics will be cartoon based.

Please feel free to come up with alternative suggestions.

Salt
Garlic
Paprika Smoked
Celery
Brown Sugar
Pepper
Onion
Taco Seasoning
Cumin Ground
Sumac
Chipotle

Ingredients: Charlie Chooks Rub

In the Australian outback, Charlie is holding a chicken by the legs, running as 4 chickens and a rooster are chasing him from behind. Campfire is in the background within the Australia bush. Charlie is wearing a pair of blue jeans, checker shirt with thongs.

Graphics will be cartoon based.

Please feel free to come up with alternative suggestions.

Salt Fine
Garlic
Brown Sugar
Paprika Sweet
Chilli Powder
Kaffir Lime
Lemon
Chilli
Oregano

Ingredients: Porky Pete's Rub

Porky Pete, is in the Australian bush, pulling an angry pig towards his campfire. The pig is reluctant to move forward knowing what's going to become of him. Campfire in background with spit ready, Pete has a big belly, tank top, stubby shorts with thongs, wearing a cap with a picture of a pig face on the cap.

Graphics will be cartoon based.

Please feel free to come up with alternative suggestions.

Salt Fine
Garlic
Celery
Paprika Smoked
Brown Sugar
Pepper
Onion
Five Spice Chinese
Chipotle
Cumin
Sumac

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Ingredients: Larry the Larrikin Rub

In the Australian outback, Aussie bloke carrying over his shoulder, walking towards his campfire. Fire is lit with smoke, gently rising. Larry has a straw hat, with blue denim overalls with work boots.

Graphics will be cartoon based.

Salt
Brown Sugar
Garlic Granules
Mint
Peppercorns
Paprika
Rosemary
Thyme Leaves

All ingredients are natural, no fillers, no artificial colours or flavours.

All products are GF (Gluten free) and MSG free.

Packaging:

Clear PET round clear jar with black flip top lid to enable contents to be shaken over meat.



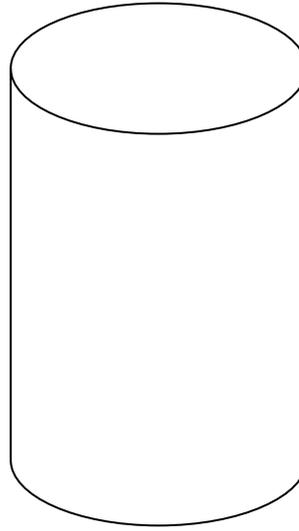
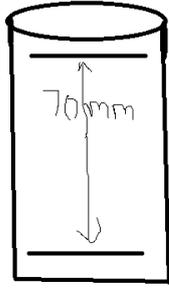
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Packaging Dimensions:

Jar Diameter is 67mm

Total Height is 128mm

Space Available for Label is 70mm High. The label area is slightly indented.

**Label Type:**

As the product will be used outdoors with sticky hands grabbing it for rubbing on meats the label may be laminated with some plastic membrane so it can be wiped clean.

Rear Panel:

Space must be left for the nutritional panel, country of origin, barcode, ingredient listing and the Whittingtons company name as manufacturer. The stylised W logo can appear.

Target Audience:

Men 25 – 45 who BBQ. We suspect the heavy user group will be men in the lower to mid socio economic groups who like to brag about how great their BBQing (sic) skills are.

Women may represent a sizable portion of the purchasers as opposed to users as distribution of this brand will be in retail as well as on line.

Branding:

We encourage freedom to think outside the square as this brand will not be positioned à la the Whittingtons traditional brand of herbs and spices. Traditional Whittingtons herbs and spices have been marketed in glass jars for the serious cook who wants a complete range of all herbs and spices with an emphasis on natural and local product sourcing.

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These rubs can have off the wall names and wild impactful packaging. However, there must be some consistency to tie all the rubs together so they are perceived as a range.

The best BBQ rubs in Australia.

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