



## Prime Shrimp E.Z. Bag (Standup pouch) 1lb Design

### **Cooked and Raw Products.**

**Brand: Prime Shrimp**

Website: [primeshrimp.com](http://primeshrimp.com)

### **Background**

Several trends point to a rise in frozen food consumption. The category is experiencing sales growth; before the pandemic, frozen food sales were already on an upward trend, but the category grew in March, and the growth has remained. Shoppers are looking to in frozen food aisle for convenient, healthy options to eat at home\*. Frozen food is easy to prepare and less likely to expire before consumption. The frozen food aisles have also gone through an image overhaul, and new products with modern designs are now present in this category. But the seafood frozen food aisle still needs an image to revamp, with better products, better package design, and honest, and healthy products, free of excessive use of chemicals.

\*American Frozen Food Institute (AFFI): <https://affi.org/wp-content/uploads/2020/documents/Frozen%20Food%20Sales%20Amid%20COVID-19%20Consumer%20Research%20-%20FINAL.pdf>

### **Prime Shrimp**

Prime Shrimp offers a consistent superior quality shrimp. Sustainably farmed, no antibiotics ever, and responsibly sourced from Latin America (Ecuador), only from the world's most advanced farms with the highest International Certifications. Prime Shrimp is frozen at peak freshness to maintain the best taste, texture, higher quality, and color. We are targeting people that look for a great product in terms of flavor and texture. Customers that look for a product that is convenient, consistent, and healthy. Customers that look for brands that are transparent with their product and processes. Customers that want high-quality seafood at the reach of their hands, anytime.

Prime Shrimp is peeled and packed in the U.S.A. After decades of experience in the global seafood industry and years of research and development, we built our state-of-the-art facility to bring automation and precision to every step of farmed shrimp processing. The hands-free automation in our domestic, state-of-the-art facility creates a new standard in size uniformity, processing precision, quality consistency, and food hygiene. Our innovative end-to-end process maintains the superior taste and texture of Ecuadorian shrimp while ensuring an accurate and consistent peel at every size count.

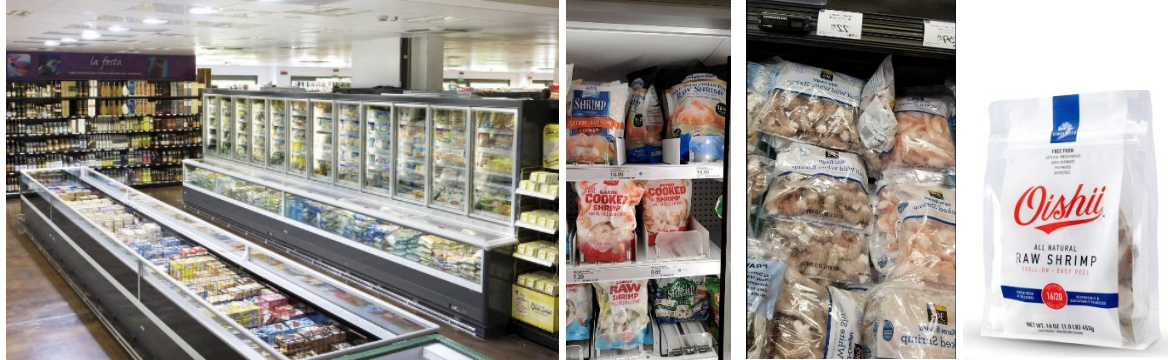
### **Package design objectives: Maintain great visual appeal from behind glass doors.**

This bag will live in self-service open freezers or vertical swing glass door reach-in freezers in the grocery stores. In many cases, the bags will be behind a glass door, the reason why we want the design to be highly attractive. The concept needs to consider that in many cases, the bag visibility can be affected behind the glass door (even a foggy door) compared to a regular store shelf. Customers on the freezer aisle won't open every single door to look at what's out there; they will open the door when they found the product they are looking for.



**Package design (Stand-up pouch E.Z. Bag):**

Given the constraint we might have because of the freezers, it is essential to consider a high-impact clean design, with excellent legibility font size and coloring. The bag should communicate all our benefits from behind the glass. We want to show the real product, and there should be a window to clearly see what is inside the bag (I.Q.F. shrimp).



**Fonts:**

Strong, modern, clean fonts: We currently use: Montserrat, Cubano. But we are open to similar alternatives.

**Colors:**

We want to use high-impact colors to stand compared to other products from the category (lots of white, blue, pink) and emphasize the brand.

**Pantone Orange 021C    PANTONE P 179-14 C**

**Creative mandatories:**

We need two bags, one for a COOKED Shrimp and one for R.A.W. Shrimp.

The package should follow this hierarchy (we are flexible with moving text around):

**Front:**

**Master Brand: Prime Shrimp**

**Tag line: Shrimp You Can Trust from Pond to Plate**

High importance:

- All Natural
- Sourced with Care from Latin America
- Peeled in the U.S.A.

Medium:

- Cooked/Raw-Peeled-Deveined-Tail-off-IQF
- Flash Frozen to lock in the flavor

Small font:

- Net Wt. 1lbs    Keep Frozen – Do not refrigerate

**Back:**

Taste the difference in one bite  
**Farmed Raised White Shrimp (Panaeus Vannamei)**

**HONEST, HAPPY, HEALTHY Shrimp**

**HONEST.** Sustainably Farmed, No Antibiotic Ever, Fully Automated Peeled and Packed in our state-of-the-art facility in Louisiana, U.S.A. Always Consistent, always Transparent.

**HAPPY.** Responsibly sourced from Latin America, only from the world’s most advanced farms with the highest International Certifications.

**HEALTHY.** A consistent superior quality shrimp. Frozen at peak freshness to maintain the best taste, texture, higher quality, and color. Processed with the highest food safety standards in the U.S.

Nutritional facts  
Ingredients  
Bar code  
primeshrimp.com

**Deliverables**

One design concept with two bag applications: Cooked product and Raw product.

The different bags can be slightly different (maybe different colors or a somewhat different structure), but need to keep a consistent/unified concept.

Please use the die-line file attached as a guide.

Other Packaging/Designs we like:

