

Easy Home Chef Packaging Design Brief

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The *Easy Home Chef* line of ready-to-make fresh cooking kits is without precedent or competition. This is an opportunity to help create a ground breaking brand, with a design worthy of the innovative concept that inspired it. The modern re-design of our existing packaging should convey freshness and simplicity. The designer we choose stands to share in our success for years to come.

Each kit consists of a shallow plastic thermoformed and compartmentalized tray, containing just the right amount of fresh produce, condiments and seasoning sauces needed to produce a two person serving. Easy to follow instructions must be included.

Designers with an affinity for Thai style will have an advantage, as will those who use Corel Draw.

These kits will be sold in the produce sections of supermarkets and at other retail outlets. Our online presence will be an important component for brand awareness, but all purchases will be made at bricks and mortar locations.

The dimensions of the tray are 300mm long by 185mm wide by 50mm deep. These will not change from kit to kit. Ingredients are sealed in with a clear plastic film. Be sure to watch the design brief video!

Requirements:

1. Create a logo for *Easy Home Chef* to replace the existing one. This should not be Thai or even Asian specific, as our line will in future come to include dishes from other parts of the globe. Put simply, our brand can be summed up as "Fresh and healthy home cooking made easy."
2. Design a cardboard sleeve for our *Pad Thai Kit* that slides over (or wraps around) the Pad Thai prototype tray, and does not exceed its dimensions. It can be any shape but should withstand shipping and handling without tearing, and must reveal at least 75% of the ingredients from a top view. Most of the elements should also be suitable for use in the sleeves that will cover our *Thai Green Curry Kit* and *Thai Red Hot Curry Kit*. It should add rigidity to the flexible package it contains, and have enough outer surface area to display:

FRONT

- *Easy Home Chef* logo non-specific to Thai or any other cuisine.
- An iconic Thai image that is not religion specific.
- *Pad Thai Kit*
- *Serves Two*
- *Add shrimp or chicken, and eggs*
- *Gluten Free!*
- Photo of the finished dish (optional)

BACK AND/OR SIDES

- Preparation instructions (see below.) The use of iconology to replace or augment text where possible is encouraged!
- Space for a list of the contents and nutritional information per USDA requirements.
- Space for a bar code.
- www.easyhomechef.com

Suggestions for Possible Design Elements

- A wok or large frying pan surrounds a large oval window like the one in the current design.
- Banana leaf (photo supplied)
- Stone mortar and pestle
- Lanna style roof or other architectural icon

Preparation Instructions

1. Soak the noodles for about 10 minutes. Drain them before they get soft!
2. Shell and devein 1/2 cup of shrimp or use the same amount of boneless chicken breast cut in thin slices. Or go meatless!
3. Stir the chicken concentrate into a half cup of warm water and set aside.
4. Set aside the dark soy sauce and one of the pepper packets. Empty the other sauce packets into a small bowl. Use the little spoon supplied to scoop in the fried garlic, and mix well.
5. Peel the shallots and slice thinly.
6. Cut the chives in 1/2 inch pieces.
7. Slice the chili lengthwise, use the tip of a spoon to remove the seeds, and cut it crossways into thin strips.
8. Cut the tofu in little cubes.
9. In a large bowl mix the noodles with the dark soy sauce and the pepper you set aside.
10. In a large pan or wok, heat 1 tbsp cooking oil. Stir in 2 eggs and scramble well. Add the fresh shrimp (or chicken) and stir fry about 30 seconds.

11. Add the pickled turnip, tiny dried shrimp, tofu, shallots and half the chicken stock. Cook over high heat stirring well for about a minute. Add the noodles and the rest of the chicken stock and cook stirring for about 30 seconds or until the noodles are soft.
12. Pour in the sauce mixture, and the pepper from the last packet. Cook stirring for about 2 minutes or until the mixture is fairly dry. Add the chives, cabbage, and chili pieces and cook stirring for another 30 seconds.
13. Serve hot topped with the crushed peanuts and optionally a wedge of lime or lemon.