



First published 05.06, page 17



NEWS

Snacks lift Jim Beam branding

A redesign done for Thanasi Foods, Boulder, CO, makes the licensed salty snacks even more distinctively Jim Beam.

This new packaging supports the products premium branding even better than before, says Thanasi president Justin Havlick. The packaging is now more communicative and easier to read at retail. It also gives us a better, more timeless design as we grow the line. The design by Flowdesign, Inc. (www.flow-design.com) emphasizes, in priority order, the brand, product, and flavor, according to Havlick.

The products were originally launched in 2004 and into early 2005; the revamped look is available in all retail channels, primarily convenience stores, starting early this year. The new design adds more black and flavor-identifying color pinstripes to the scheme.

There are two lines of Jim Beam products, beef jerky and sunflower seeds, each in three flavors and two sizes for a total of 12 different items. Sizes range from 1.7-oz beef jerky that sells for \$2.99 to a 5.15-oz bag of sunflower seeds that retails for \$1.39. As before, larger sizes use Zip-Pak (www.zippak.com) resealable zippers that Havlick says have made a big difference for us. Havlick declines to specify the contract packager, bag vendor or film structure other than to say it involves oriented polypropylene and is flexo-printed in eight colors.

The new design has excited a lot of people, says Havlick, who promises that you will see more branded salty snacks from us in the near future. Rick Lingle