

# COMPANY'S BRIEF

*La Fattoria di Olga SRL/Olga's Farm Ltd*



# BRIEF

As the company finds itself “stuck” in its role as a subcontractor (a ratio 85/15 on turnover), La Fattoria di Olga has decided to branch out by launching two new products of their own into the market with the aim of becoming a brand of reference on a European scale for products derived from buttermilk.

“La Fattoria di Olga is a family-owned company situated in an uncontaminated geographical context (the farm is in the middle of the hills). For this reason the company wants to emphasise, valorise and promote their original values (homemade, nature, territory, genuine quality) through “low-environmental impact” packaging.

More specifically, the company asks us to design two types of packaging for the following products:

- Single 100g packages of truffle-flavoured ricotta;
- Set of three 35g packages of sweet ricotta flavoured with raspberry/blueberry juice (ricotta fast-snack)

From an environmental point of view (eco-design) the guidelines expressed by the company are the following:

- Reduction in packaging production waste;
- Reduction in packaging volume in order to optimise logistics and transport;
- Use of renewable resources as alternatives to petroleum in primary packaging (including labelling and applied graphics);
- Identify new solutions for opening/closing/interacting with the packaging (e.g. Freshness seal solutions).

