



graze.com  
is good to go.

Graze  
New retail format development  
2015

The hugely successful online snack brand wanted to diversify its offer into retail and sought our guidance to get the brand off to a good start in store.

Our job was to help ensure that the on-shelf packaging was match fit, by maximising story and impact across the range. It was vital to help consumers navigate the offer across the various snack combinations. Simplicity was key to our approach, which required some careful planning, as the graze design ethos is generally built around detailed, creative busyness.

The new 'on the go' range features 12, consumer data optimised snack packs across sweet and savoury, which are positioned at front of store in most listed outlets.



Brand strategy  
Brand architecture  
Packaging graphics  
Brand guidance



## Results

More than 12 million snack packs in stores in first 12 months

Now selling in over 6,000 stores, with WHSmith, Sainsbury's, Boots, Tesco and Waitrose all stocking the range

18 skus now in the range

'UK's number one healthy snacking range'  
ref: YouGove Omnibus Survey, May 2015

