



## Travel with Taste

Monty's Bakehouse  
Brand positioning 2015

This international airline catering supplier needed to find a better way to say that its snacks were 'posh' and to look first class.

Monty's Bakehouse is a small, independent, but incredibly successful supplier to some of the world's top airlines, but their image just didn't reflect their craft or passion. 'Hot Posh Snacks' wasn't doing them justice, nor meant much to a non-native English speaker.

We set about finding a better way to articulate the brand's product quality and variety of cuisines. 'Travel with Taste' was the natural selection. A new brand identity was born from this idea and is translated onto packaging and beyond with an ingredient-gathering flight path graphic.



- What we did:
- Brand positioning
- Brandline development
- Messaging and tone of voice
- Packaging design
- Guidelines



"Working with Family and Friends helped us to refresh our brand positioning and update our look and feel, without losing the core of our personality and identity. Our new designs have been very well received by customers old and new, and have really helped us to demonstrate the breadth of our range, something that was lost in our previous packaging designs".

Lucy Stowell  
Senior Sales & Marketing Manager  
Monty's Bakehouse

