



A nutty little challenger

Nut Junkie
Brand creation

Every category in the 'healthier' food and drink sector is stacked out and seemingly saturated. Where we once had information overload, we now have brand overload.

Another nut butter then, when there are already upward of 20 brands on shelf in Wholefoods and other retailers. Surely a crazy idea?

Nevertheless, off the half pipe flies The Nut Junkie - a hi-top jar full of nutrient dense nutty power. Raw, organic and pure. Just a small portion a day provides a mighty hit of minerals, vitamins and protein.

But The Nut Junkie, founded by Naturopathic Physician Sevi Lawson, is more of an attitude to life than simply a product idea. She believes food should be simple joy, boosting nutrition in our daily lives, whether it's on the commute, the school run or the ski-run!.

In thought, word and deed, The Nut Junkie aims to recruit a tribe of health conscious, active families that are looking to eat well, but without having to think too hard about it.



- Naming consultancy
- Brand positioning
- Brand identity
- Packaging
- Tone of voice
- Exhibition design

Results

The Nut Junkie received a lot of positive feedback and retailer enquiries when trialled at The speciality Fine Food Fair 2016.

Sevi and her team are now in the process of scaling up production to meet demands.

