

PACKAGING THAT SELLS

Authentic Italian food equals authentic Italian packaging design

August 31, 2009

A&P, the national supermarket chain, has launched a retail brand called Via Roma to give consumers authentic Italian food—so it only makes sense that the packaging be authentically Italian, too. Each package shows its personality by illustrating Italian culture with images of real people taken in the village of Lucignano, in Tuscany. The idea behind the photos was to make the products timeless; the photos help to not only grab attention on the shelf, but also enable consumers to associate the people on the packaging with the brand. The Via Roma line includes pastries, cannoli, pasta sauce, deli, cheese, sparkling beverages, breadsticks and pizza. (Package design: united dsn, LLC, www.uniteddsn.com)

