

MYSTERY

CONSUMER CASE STUDY

From start-up to supermarket

Creating brand packaging that hooks the supermarket buyers

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Priya Lakhani
Founder of Masala Masala

A unique concept from entrepreneur Priya Lakhani, Masala Masala draws upon her family’s favourite recipes to create fresh, authentic and healthy Indian ‘stir-in’ cooking sauces for the chilled section of today’s supermarket.

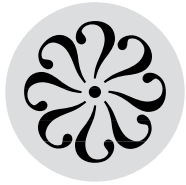
The challenge was to create packaging, a logo and POS that would firstly appeal to the supermarket buyer, stand out for consumers against competitors – primarily ready to go pasta sauces - and differentiate the product from less premium non-fresh Indian sauces in jars.

The Mystery design team was inspired by ancient Indian symbols and typography fused with an accessible contemporary look that consumers could trust. The result is a package that has authentic and natural roots, but that positions the brand firmly in the 21st century.

It was also important to design a package that reflects the premium price point whilst communicating Masala Masala’s unique charitable promise: “For every pot sold we will provide a meal to a homeless person in India.” To reinforce that ethical stance, Mystery created a ‘hand on heart’ symbol to act as the brand identity.

The logo itself references Indian henna hand decorations whilst presenting a modern identity.





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“We gave Mystery a demanding and challenging brief with a tight deadline. The Mystery team exceeded our expectations and inspired us. We are thrilled with the results and look forward to working with Mystery again.”

Priya Lakhani
Founder of Masala Masala

Launched at the Speciality Fine Food Fair in London, Lakhani knew she had one chance to woo the multiple buyers. Lakhani comments: ‘It was so important for us to have the complete packaging to take to buyers as the concept is totally unique – Mystery listened to my ideas completely and did everything in their power to ensure a fast turn around.’

With the right combination of a unique ‘fresh, stir-in’ product range, delicious flavours, carefully considered packaging design and infectious enthusiasm, Masala Masala has launched with orders from Harrods, Harvey Nichols, Budgens supermarkets, all of Waitrose stores and online via Ocado.com.

A buyer for a chain of over 200 supermarkets in the Middle East. has also expressed an interest for next season.

On top of that, The Daily Mail has named Priya Lakhani as Young Business Entrepreneur of the Year!

If you would like to hear more or discuss how strategic design can help launch your innovation and impress the buyers at national supermarkets, then please call Dan on 020 7456 7833 or email dan@mystery.co.uk to arrange a meeting. We look forward to hearing from you.

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