



PRESS RELEASE

HAJOK Design creates brand relaunch for REWE to go **New look for REWE to go with a strong brand presence in the food-to-go sector.**

Hamburg, 22.10.2025. REWE to go is one of the best-known convenience brands in German food retail. With a focus on freshness, quality and trend awareness, REWE has been setting new standards since 2016. To further raise the brand's profile and strengthen its leading market position, the brand's visual identity has now been comprehensively redesigned. The Hamburg-based agency HAJOK Design, a long-standing creative partner for Rewe is responsible for the design.



© HAJOK: HAJOK Design has strengthened REWE to go's position as an innovative player in the dynamic convenience food market.

REWE to go products in the new design have been steadily replacing the old packaging since 2024. This communicates the brand values of REWE to go even more strongly. A clear structure, modern colour scheme and a modular packaging design system help the consumer navigate through the range while creating a unique on-shelf presence. The centrally placed logo serves as a guarantee of quality. Individual benefit icons and eye-catching on-pack food presentation underscore the brand's lifestyle character.

“With the relaunch, REWE to go is taking the next important step in the convenience segment, while also sending a clear signal to entry-level retail concepts,” states Nora Böhm, Senior Product Manager at REWE Group. “The modern, contemporary design focuses on the brand's values. Together with HAJOK Design, we have developed a strong creative concept for the relaunch – an exciting process that has really paid off for us and the brand.”



© HAJOK: The Hamburg agency HAJOK Design – tangible brand values where purchasing decisions are made: directly at the shelf.

HAJOK Design also emphasizes the strategic dimension: “The new visual system combines brand strength with flexibility. It makes REWE to go's values visible on-shelf, creating a consistent presence across all product categories,” explains Stefan Heydecke, Design Director at HAJOK Design.

The relaunch includes over 90 items, ranging from snacks, protein-rich meals and vegan ready-meals. As a full-service agency, HAJOK Design was responsible not only for developing the design but also for the individual product implementation and final artwork creation. Photoshoots, illustrations and image editing were carried out in-house and in close collaboration with the creative team.

Passion for Packaging

We are HAJOK Design: creating brand design excellence since 1997, we are now one of Germany's leading packaging design and branding agencies. In Hamburg, Germany, 45 creative minds pool their expertise: from strategy and naming to packaging design, final artwork and production support. We are driven to transform everyday products into emotional experiences that delight consumers and make our customers proud!

Our focus is on FMCG – from food and pet food to beverages, personal care, household goods and healthcare. National and international brands trust us, including Adelholzener, Colgate-

Palmolive, Fressnapf, Hawesta, Kühne, Melitta, Merz, Rewe, Stollwerck, and Unilever. Find out more about HAJOK Design at www.hajok.com – and visit us on Facebook and Instagram.

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