

PRESS RELEASE

Bold Foods – frozen burgers made of insect protein

HAJOK Design took on the complete brand development and the packaging design for the start-up company.

Hamburg, April 16, 2019. Bringing us the taste of the future today - this innovative idea has been taken up by the Bold Foods company based in Bremen, Germany. Since April 4, the company's burger patties with their new packaging design by HAJOK have been available throughout Germany in freezers at the Kaufland supermarket. The main ingredient: ground Buffalo worms make this product so special.

So-called novel food is not only a source of protein, but also conserves resources, because insects need much less space, animal feed and water than conventional livestock. HAJOK Design provided a comprehensive strategic and creative service for the company. The Hamburg agency developed positioning, brand values, the brand name and logo as the basis for the packaging. Both the brand name Bold Foods and the design communicate an innovative product and a courageous brand.



© HAJOK Design: HAJOK created the packaging design of the Bold Foods burger patties with insect protein.

Functional Food

The intense colours, clarity and boldness of the design are unique in the burger category. Instead of an eco-image, a functional and modern design ensures the so-called in-store "stop-moment". HAJOK Design has succeeded in packaging insect protein burger patties in an appetizing and convincing way and by giving a strong idea a name, a voice and a memorable appearance.

"Not only have we created a very contemporary packaging design, we have also developed a brand that is self-confident and innovative in the market," said Klaus P. Hajok, founder and CEO of HAJOK Design.



© HAJOK Design: The variant names and on-pack copy were also developed by the brand agency HAJOK Design.

Bold Foods

Bold Foods is serving a plateful of revolution. The start-up company has launched itself onto the German food market with rice, spinach and Tex Mex variants of burgers made of insect protein. Alternative sources of protein, processed in new ways, good for the body and the planet are the main focus of the brand. For further information go to www.bold-foods.de.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, more than 50 experts currently work in the disciplines of brand strategy and consulting, packaging design, packaging shape development, final artwork and production support. With a focus on FMCG, HAJOK Design develops strategically sound design solutions for national and international customers in the fields of food, pet food, drinks, consumer and personal care, household as well as pharmaceuticals. Customers include Adelholzener, Allos, Colgate-Palmolive, Rewe, Ricola, Tchibo and Unilever.

For more information, please visit www.hajok.com.

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