

PRESS RELEASE

New premium muesli bar CORNY Ganze Nuss with packaging by HAJOK

Hamburg, 18. December 2019. Good news for nut fans: a delicious new premium snack - CORNY Ganze Nuss (Whole Nut) has recently been added to the CORNY range. Hamburg-based agency HAJOK was commissioned by Germany's best-known muesli bar brand to design the packaging for this innovative product: a premium bar with whole nuts, held together by honey or maple syrup. The three variants - pecan & peanut, almond & forest honey and cashew & fleur de sel - feature a reduced and high-quality look thanks to the black background, copper-coloured typography and the pure food shots. The clarity of the packaging design is a bold departure from the typical Corny multipacks and also sets the new range apart from the competition.



© HAJOK Design: HAJOK developed the packaging design for the CORNY Ganze Nuss range

Fina Struck, Junior Product Manager at CORNY: "I particularly appreciate the cooperative partnership, working with HAJOK and their creativity. With the Ganze Nuss range, CORNY is positioning itself in the premium segment while appealing to younger consumers in particular, thanks to the single bar concept. HAJOK's packaging design perfectly reflects the specialty and high quality of the products."



© HAJOK Design: delicious-looking premium design – CORNY Ganze Nuss (Whole Nut) muesli bar

CORNY

The first CORNY bar was made 35 years ago. Since then, CORNY has become the most successful muesli bar brand in Germany with 27 different types of muesli bar. CORNY is committed to the environmentally friendly, sustainable and socially responsible cultivation of cocoa. CORNY bars are produced in the company's facilities in Bad Schwartau, Germany, on the Baltic Sea.

<https://www.corny.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, beverages, consumer and personal care, household as well as pharmaceutical goods. Customers include Adelholzener, Allos, Colgate-Palmolive, Rewe, Ricola, Schwartau, Tchibo and Unilever. For more information, please visit www.hajok.com as well as Facebook and Instagram.

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