

## PRESS RELEASE

### Successful relaunch for Appel brand

Modern typography, a clear structure and, above all, particularly appetisingly staged food images: HAJOK Design has created a modern packaging design for one of Germany's most traditional fish and delicatessen brands.

*Hamburg, Germany 29 June, 2021.* The success story of Appel Feinkost all began some 140 years ago when Heinrich Wilhelm Appel started selling pickled herring fillets in his grocery shop. Today Appel is one of the most famous fish and delicatessen brands in the country. The Hamburg brand agency HAJOK Design was commissioned to design the relaunch of over 50 SKUs. The brief was to communicate the high quality standards of the brand on-pack while giving the product line-up a contemporary look.



© HAJOK: HAJOK developed a new, contemporary packaging design for Appel that communicates high quality and appetite appeal.

### A sea-change for more appetite appeal

The original packaging design of the product portfolio no longer had a uniform visual presence and lacked contemporary appetite appeal. Design director Jannika Plaas' creative team came up with a clear structure to generate stronger differentiation between varieties. Particular attention was paid to on-pack presentation of the food.

“Staging the food for the serving suggestions was particularly important. It has to look delicious with a style that also convinces discerning consumers while not appearing too distant. The fish and sauce now form a perfect entity, giving the products natural appetite appeal,” explains design director Jannika Plaas.



© HAJOK: After the relaunch, more than 50 products from the fish and delicatessen Appel brand now have a high-quality, well-structured look thanks to HAJOK Design.

The famous lobster trademark, designed by the artist Anne Koken in 1905 has been retained and modernised by removing the reflections. Without losing brand recognition, HAJOK has brought the Appel packaging design right up-to-date, creating an attention-grabbing look with Nordic clarity.

“HAJOK was the right choice for us and our project. We are grateful for the conceptual work and the fresh ideas, the passionate discussions, the enjoyable cooperation and the professionalism with which we implemented the Appel design relaunch together,” says Marieke Gödeker, Marketing Team Leader at Appel Feinkost.



© HAJOK: Appel's delicatessen portfolio is now much more appetising thanks to elaborately staged food shots.

## Appel Feinkost

Appel Feinkost GmbH & Co. KG is one of the leading brands for refined and processed fish products in Germany. Every year, around 100 million products are made at the company in Cuxhaven, located on the North Sea coast. The success of Appel Feinkost is thanks to many years of know-how in the market, enabling the company to offer a wide range of products for the discerning consumer. The careful and gentle processing of selected raw materials and state-of-the-art production facilities guarantee maximum quality at every step of the production process, right up to the packaging. The product line-up of the long-established company includes herring and mackerel fillets in various forms, as well as mussels, sardines, relishes, mayonnaise and tartar sauce. Appel stands for proven quality and best flavour as well as convenient, healthy, enjoyable seafood for every day.

For more information, please visit [www.appel-feinkost.de](http://www.appel-feinkost.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, almost 50 experts currently work in the disciplines of brand strategy and consulting, naming, packaging design, 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, Essity, Rewe, Schwanau and Unilever.

For more information, please visit [www.hajok.com](http://www.hajok.com) as well as Facebook and Instagram.

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