



PRESS RELEASE

Alpia: A colourful relaunch

The Alpia brand by Stollwerck now presents itself in a colourful and modern packaging design after an extensive relaunch by the Hamburg brand agency HAJOK Design.

Hamburg, 8 August 2023. For almost 120 years, Alpia has stood for chocolate enjoyment in an unmistakable pink wrapper. A comprehensive brand and packaging relaunch was planned to rejuvenate and enhance this iconic brand. HAJOK Design has developed a very contemporary packaging design with a clear on-pack structure, strong typography and modern photographs. Together with the corresponding colour of each variety, the iconic pink remains a feature of the Alpia packaging, now emotionally brought into focus thanks to the new brand pattern. The bold colour blocking not only gives the bars a cheerful look, it also helps consumers differentiate between the 12 different chocolate bars. This way the creative team at HAJOK Design has succeeded in creating a youthful, unconventional and fresh looking-relaunch.



© HAJOK Design: 9 from 12 brightly coloured Alpia bars that really stand out on the shop shelf!

"The well-known Stollwerck brand appears much more up-to-date and self-confident after the relaunch. We wanted to focus more on the iconic alpine rhombus and on the exciting range of products with special varieties such as Sunny Orange. The packaging now has much more shelf impact. This way, Alpia can be rediscovered by German consumers as a strong and established brand!" says Design Director Dennis Dominguez. Dennis, together with Senior Consultant Alessia Penserini and the HAJOK team has been successfully creating packaging design for the Stollwerck company for the last 3 years. In addition to Alpia, HAJOK Design is the lead agency responsible for the packaging design of Sarotti Tiamo, CHERRY N°, Eszet and Alpia Veggie Love. The Alpia relaunch with a total of 12 bars and 2 types of snacks has been the largest project to date.



© HAJOK Design: The new brand pattern highlights the iconic Alpia pink in an emotional way.

HAJOK Design

Founded in 1997 by designer Klaus P. Hajok, HAJOK Design is one of Germany's leading brand and design agencies. At HAJOK, 45 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. Customers include Adelholzener, Colgate-Palmolive, Fressnapf, Kühne, Melitta, Essity, Rewe, Stollwerck and Unilever.

For more information, please visit www.hajok.com as well as Facebook and Instagram.

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