

PRESS RELEASE

Successful launch of the Melitta® Barista Perfection brand

Hamburg brand agency HAJOK Design developed the packaging design for Melitta Barista Perfection with an impressive high-quality look.

Hamburg, 1 March 2023. High-quality single origin coffees from three different countries and gentle drum roasting – this is what characterises the new premium coffee range from Melitta. Utilising shiny copper elements and a complex printing process, the distinctive-looking packaging design expresses the special quality of the three new Melitta Barista Perfection varieties. The combination of a hitherto unseen matt petrol colour, modern photos and the copper tone matches the "Perfection" brand name. It's a packaging design that really shines on the supermarket shelf!



© HAJOK: The premium appeal of Melitta Barista Perfection is clearly recognisable on-pack thanks to HAJOK design.

"In this project you can really say it's designed right down to the finest detail – from the elaborate milk foam composition to selecting the ideal copper tones. These refinements emphasise the premium quality of the coffee varieties. We are particularly proud of the design we have created and its successful implementation!" explains Jannika Plaas, Design Director at HAJOK Design.

Andrea Mohr, Head of International Portfolio Management & Marketing Operations at Melitta Kaffee, also emphasises the successful collaboration between HAJOK Design and Melitta, which has been on-going since 2021. "Since then, not only has a relaunch of the Barista Classic Range and the introduction of the new Selection of the Year been successfully implemented. In 2022, the packaging design for Melitta Manufaktur coffees also received the Red Dot Award," says Ms. Mohr.



© HAJOK: Shiny and matt – copper elements and the matt petrol colour on-pack make Melitta Barista Perfection a real eye-catcher on the supermarket shelf.

Melitta

In more than 60 countries, the coffee brand Melitta® stands for contemporary coffee enjoyment. In 1908, Melitta revolutionised coffee preparation with the invention of the paper coffee filtration system and the first finely-ground and vacuum-packed coffee in 1962. The coffee division of Melitta Europa GmbH & Co. KG is responsible for Melitta's coffee business in Europe, Africa and the Middle East (EMEA). Melitta has the right coffee product for every taste: filter coffee, whole beans for fully automatic coffee machines and freshly ground coffee preparation, pad ranges for individual cups, as well as specialty coffees from the Melitta Manufaktur and instant coffee ranges.

For more information, please visit www.melitta.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, 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, household as well as pharmaceutical goods. Customers include Adelholzener, Colgate-Palmolive, Melitta, Essity, Rewe, Schwartau, Stollwerck and Unilever.

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

Contact

HAJOK Design GmbH & Co. KG
Antje Neubauer
Senior Communication Manager
T + 49 (0)40 300 337 84
antje.neubauer@hajok.com