

SUSTAINABLE, VEGETARIAN AND VERY YUMMY

HAJOK creates packaging design for the Allos organic brand

Anyone who visited this year's Biofach in Nuremberg, Germany can have no doubt that the organic market is still booming and characterised by agile and innovative start-up companies. These enterprising businesses make their mark with their ingenuity, and their own distinctive as well as polarizing design concepts. To succeed as a pioneer in this environment driven by change and not fade away as a fossil, smart timely action is required, highlighting one's own roots and USPs. As an agency where sustainability is a relevant topic that is close to our hearts, we were particularly pleased to be invited to pitch for the relaunch of the Allos brand.

HAJOK advises Allos



Since 1974, Allos has been passionate about recipes and has always taken great delight in discovering new, sustainable ingredients for vegan and vegetarian natural foods. In the early 1980s, Allos discovered Amaranth in South America, the miracle seed of the Inca and launched it onto the German market as a special ingredient in its cereals. Agave syrup as an alternative to sugar became famous thanks to Allos. The Bremen-based company now has a large product portfolio and has become a familiar part of the natural food trade.

Brand development

HAJOK Design consultant Susan Khallaf advises Allos and is responsible for the relaunch of the brand together with creative director Madeleine Weiss and design director Jannika Plaas.

"Allos is not only an innovator in the organic food trade, the company also stands for sustainable and carefully composed natural foods. Our task was to create visually clear branding and give Allos strong brand recognition,"

— says Susan Khallaf.

Allos should no longer be perceived as just a breakfast brand. For this reason, the wide range of sweet and savoury spreads, bars, milk alternatives, honey, pesto and baked goods had to be presented with strong branding to maximise impact and make Allos visible as a brand with a large portfolio.

The linen cloth communicates the farm-based manufacturing character



New packaging designs

The new logo prominently appears on-pack, giving the products an approachable character. Food photography has a natural style, casually staged and with new colour coding to facilitate navigation within the brand. "Every day new, tasty compositions are created in the recipe works at Allos. We're delighted to design the packs with our creative and contemporary ideas," enthuses Susan Khallaf. As a German saying goes, you always eat your eyes first and so the new design already whets your appetite for the large selection of Allos products at POS.



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