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Patterns™

about design in consumer packaging



Sliced Bread

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Patterns: Sliced Bread

about design in consumer packaging

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Sliced Bread

Introduction

If you're a brand manager, marketing professional, package designer or student about to begin early stages of a brand or package design initiative, it's essential to be aware of context. R.BIRD "Patterns" are published reports based on our observations and professional experience that provide basic insight into common practices within a given product category. For each observation there are proposed opportunistic responses.

Method

Armed with digital cameras and note pads, our designers visit retail environments to photograph and observe product presentation in its natural habitat. We then purchase a selection of examples and bring them back to R.BIRD for closer study in search of common design threads and patterns of opportunity throughout the category.

Structure



Structure

The majority of breads are sealed in clear plastic wrap to keep their shape and maintain freshness. Non-resealable outer bags are decorated and fastened with a plastic tag or twist tie. End panels are the primary communicators at point of sale. Face panels (top left) offer the expanded brand essence by using illustration or photography to reinforce a unique position. The back panel (bottom right) is commonly used for storytelling and nutritional information. Rye breads are the only ones that are stacked vertically and use the face panel at point of sale.

Response

Opportunities for unique structures or packaging configurations could create a stir in this category. It's important to note that any new structures must provide equal or better freshness and product visibility.

Bread Varieties



Bread Varieties

We found there is a wide variety of offerings among sliced breads. White and Wheat are the most common kinds of breads. Light, Country Style, Multi-grain, Nuts/Oats, Potato, Rye, and specialty breads make up the balance of the category.

Response

We expect to see more Low-carb bread offerings to coincide with current health perceptions and the impact of carbohydrates on diets. Why not consider more eclectic flavorings: Why not “olive and rosemary,” for an example. Following with seasonal micro-brew concept?

Color



Color

Generally, warm colors are used to evoke the inherent qualities of fresh baked bread. Many brands use splashes of color over a white field to establish its own identity. The prevalence of white may harken back to the local independent bakeries who all sell their fresh made breads and confections in pure white bags and boxes. Wonder bread's multicolored circles are a favorite among children and their moms and communicate the consistent nature of this long standing favorite.

Response

Darker backgrounds and unique colors will help new entries stand apart from the expected color language.



Keywords & Brands

B

Brand

Arnold 5, 8, 9, 10, 12, 13, 17, 18
Atkins 14
Beefsteak 5, 12
Country Kitchen 5, 11
D'Italiano 5, 8, 12, 13, 15
Freihofer's 5, 9, 12, 16, 18
Home Pride 5, 9, 12, 13
Levy's 5, 12
Martin's 5, 8, 12, 15, 17
Nature's Pride 16
Pepperidge Farm 5, 7, 8, 10, 11, 12, 15, 17, 18
Stop & Shop 8, 11
Stroehmann 17
Sun-Maid 5, 13
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