

R.BIRD

This is a
limited preview.

The complete report
is available as a PDF for

\$3

[CLICK HERE](#)

Patterns™

about design in consumer packaging



Coffee

Original Date of Publication

June 2004

Revised March 2009

Patterns: Coffee

about design in consumer packaging

Published by

R.BIRD & Company, Inc.

10 Bank Street

White Plains, NY 10606 USA

Copyright © 2009 by R.BIRD & Company, Inc.

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from R.BIRD & Company, Inc., except by a reviewer who may quote brief passages in a review.

Contents

Overview	5
Environment	6
Structure	7
Innovation	8
Where It Comes From	9
The People Who Grow It	10
The People Who Drink It	11
What It Feels Like	12
Owning Color	13
Decaf Is Green	14
Darker Colors = Darker Roast	15
Product Photography	16
Illustration	17
Endorsements	18
Premium vs. Value	19
Maxwell House Redesign	20

Coffee

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.

Innovation



Innovation

Nescafé, Harmony Bay, and Folgers have introduced plastic containers which allows them to create comfortable handles, pop-up lids and unique shapes. International Coffees has added a line of instant cappuccino blends sold in individual pouches, but they continue to hold on to their signature rectangular metal tin, still a unique stand-out in the category.

Response

Notably absent from the stores we visited were the increasingly popular coffee “pods” (lower right). These little one-hit-wonders are by far the most dramatic innovation in coffee-making. Rather than making an entire pot of coffee at once, each pod makes a single, balanced cup of coffee. Perfect for the one-coffee-drinker family or the coffee fanatic rushing out the door in the morning.

Where It Comes From



Where It Comes From

Like a fine wine, the character of a coffee is often determined by its place of origin. Whether it's the mountains of Columbia, the rolling hills of New England, exotic tropical highlands, or even the streets of New York, a unique sense of place reinforces the experiential qualities of the product.

Response

Projecting a generalized, macroscopic sense of place such as "Mountain Grown" is common to big name brands seeking the widest audience.

Focusing on a more specific locale (real or imagined) may be more appropriate for smaller mom-and-pop brands or those seeking a "specialty" image.

The People Who Grow It



Who Grows It

Many coffees feature an archetypal persona of the grower, cultivator, picker, or roaster as a key component to their brand.

Response

The “human touch” is *the* ingredient that makes this product much more than a simple agricultural commodity. From seedling to sip, it has been cared for by people, not the least of whom are the many people, rolled into one iconic persona, who cultivate and nurture it along the way.



Keywords & Brands

B

Brand

Brown Gold 10, 21
Bucks County 22
Cafe Bustelo 5, 7, 11, 13, 16, 18, 19, 21
Cafe Oquendo 19
Chase & Sanborn 10
Chock full o' Nuts 5, 9, 12, 13, 14, 15, 21
Coffee-mate 5
Don Francisco's 5, 16
Eight O'Clock 5, 7, 13, 14, 15, 16, 22
Folgers 5, 7, 8, 9, 12, 13, 14, 15, 19, 21, 22
Frothé 5, 11, 13, 16
Goya 5, 14
Green Mountain 9, 10, 17, 18
Harmony Bay 5, 8
Hartford Reserve 22
Hills Bros. 5, 7, 13, 19
International Coffees 5, 7, 8, 14, 16
JavaNa 5, 12, 13, 17
Land O Lakes 7
Lavazza 15, 21
Martinson 21
Maxwell House 5, 13, 14, 18, 19, 20, 21, 22
Medaglia d'Oro 21
Melitta 5, 16, 21
Mountain Blend 5, 16
Nescafé 8, 12
New England Coffee 5, 9, 17, 19, 22
Newman's Own 5, 19
Pacific Chai 5
Pilon 14
Sanka 5, 13, 22
Savarin 11
Sclafani 15
Senseo 21
Starbucks 5, 17, 19
Stop & Shop 10, 14
Tasters' Choice 5, 7, 8, 11, 14, 16, 22
Timothy's 8
Yaucono 5
Yuban 22

C

change 20
 characters 10, 11
 Coffee 1–23
 color 13, 15
 convenience 8

D

decaf 14

E

endorsement 18
 environment 6
 experience 9, 11, 12, 17

F

flavor 16

G

green 14

I

illustration 17
 innovation 8

L

loyalty 20

N

natural 14

O

origin 9, 10, 17

P

plastic 8
 presentation 16

S

shape 8
 simplicity 20
 storytelling 9
 structure 7, 8, 19

T

taste 11, 12, 16

V

value 19