

SUMMIT HOT SAUCE | CREATIVE BRIEF

YOUR INVENTIVE FOOD PARTNER



1.87"

PURPOSE: Promotional hot sauce to be given away at trade shows as a 'higher-value item to clients we either have a great relationship with or prospective clients who we'd like to do business with.

Summit is uniquely posed to fill the 'food leader' space in corrections and anything that we serve should reflect that. None of our competitors are this thoughtful about food or food service.

IMAGERY: Ideally work with Summit brand colors but does not need to adhere to our very cool-toned/gray palette or our concrete texture. Logo can be creative and use stylized typography. I like the idea of distressed/street style label for the front (this one is from DaFont) Waste Nothing copy should follow the established program branding. Black and white is also okay, because I ended up liking the look on the mockup.

MEDIUM: Glass bottles, 5oz. Measurements included here. Bottles are shrink-wrapped to the shoulders of bottle. Label(s) needs to be easy enough for a sales person to apply by themselves. Maybe one rectangle (I like the long sideways one too) and one circular, however the copy fits best?

COPY

THIS IS NOT
CONTRABAND
(IT'S HOT SAUCE)

(Include Summit Logo somewhere on label, could be with Waste Nothing copy)

Waste Nothing (Include Logo)

It turns out we throw a lot of perfectly good food in the trash. We can rescue these neglected ingredients and create additional great recipes - like this hot sauce!

INGREDIENTS: JALAPENO TOPS & STEMS, BELL PEPPER TOPS & STEMS, ONION PEELS, CARROT PEELS, CELERY TOPS & STEMS, GARLIC, BLACK PEPPER, WHITE VINEGAR, RED VINEGAR, KOSHER SALT, SMOKED PAPRIKA, CAYENNE PEPPER

(can we include a 'heat' rating somewhere? This seems like a one or two out of five)

