



PACKAGING

CASE STUDY

THE CHOCOLATE LIBERTINE

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Design and produce creative food-friendly packaging
to reflect the artistic, unique, artisan brand



THE CHOCOLATE LIBERTINE PACKAGING

The Brief

With such a beautiful chocolate product range, Surefoot were asked to help create packaging to complement the brand. The approach needed to be unique and creative, whilst allowing the products to reveal their wonderfully artistic side.

The Chocolate Libertine had already tried other packaging solutions but felt they didn't offer the brand the stand-out they required in a very competitive retail market. Sales were good but primarily repeat custom, so business growth and expansion into key London retailers was their target.

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Our Solution

It was clear from the outset that we needed to position the products in a way that would highlight the artistic nature of the brand but also work across a very diverse range of bars, thins, shot glasses, eggs and some amazing showstopper pieces.

Surefoot introduced a bespoke illustrative approach, bringing a touch of nature in with a quirky twist. The owl on a bike was immediately a winner with the client. The first products we designed were the chocolate bars, moving away from the standard retail plastic packaging and introducing uncoated materials and cutout windows. That led immediately to pouch packaging for the chocolate coal product, easter egg bases, chocolate shot glasses boxes and miniatures packaging.

All packaging was printed and produced by Surefoot, ensuring the use of food-friendly materials and marrying that with a clear understanding of the retail space all products needed to work in.

The range was an instant success, helping the business to expand into retail outlets such as Harrods and Fortnum & Mason.





ROMBOUTS COFFEE SHOWROOM

The Client

The Chocolate Libertine are artisan chocolatiers, founded in 2009 by Julie Devonald. Their founding principle is to put creativity at the heart of all of their products and they certainly live up to their principles. They combine traditional techniques with modern lustre and colour to achieve beautiful effects across many of their products.

Surefoot have worked with The Chocolate Libertine for the last decade and continue to drop in at every available opportunity for 'sample testing' of new products!



THANK YOU

For more information and to explore how we can help you,
please contact our branding team:

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