

## Agostoni Chocolate

### Product Packaging Design

Serving up a premium culinary line of food service cocoa to satisfy the quintessential chocolate lover.

### About Agostoni Chocolate

After being the global leader for 60 years, Italy's largest family-owned chocolate maker approached us to help position their food service packaging for the American hospitality market. While branding Agostoni Chocolate, we studied ways to increase shelf presence at gourmet food service and specialty markets. We developed a festive look with a celebratory sense for the love of chocolate. Inspired by the rose in the identity, we design a color palette with actual rose colors to identify varieties of couvertures. This allowed the company easy product expansion while keeping the brand family consistent.

