

spotlight on the groovy food company

On a mission to make natural foods fun and flavoursome, The Groovy Food Company launched several unique products for the food sector. As customers read labels in this market more than most, the packaging needed to be enlightening and visual.

The challenge

The Groovy Food Company's products required copy that reflected the unique and quirky characteristics of the brand. The products also demanded descriptive copy that communicated their benefits, flavours and possible applications. Making this fun, interesting and concise for browsing shoppers would prove challenging.

The range of sauces and marinades featured agave: an ingredient unfamiliar to many for its all-natural sweetness and flavour. The oil was a groundbreaking new product offering nutritional benefits from a blend of five oils that retain taste and goodness even at high temperatures.

The solution

- A selection of intriguing product names based on the oil's unique features. The client chose 'High Five', which encompassed the special blend of oils and cooking benefits, while fitting with the fun flavour of the brand.
- Maximising impact and recall with short punchy lines, such as, 'Magic as a marinade. Great as a glaze. Delicious as a dip. Superb as a sauce.'



characters
copywriting for business

The Groovy Food Company
Product naming and packaging copy

