

Vibrant New Packaging for Iconic Hand-Made Confectionery Brand

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Bespoke trapezoidal box takes Goupie to a new level

Simpson's of Hawkhurst, the Kent-based hand-made confectionery manufacturer, has introduced arresting new packaging for its artisanal confectionery brand Goupie.

"With this striking new suite of bespoke boxes, our aim was to build on the proven appeal of our existing Kraft boxes, while creating a striking new brand identity with strong shelf impact," explains Sales & Marketing Director, Joe Simpson. "Working closely with Flip Flop Design, we have realised this aim ... and more. The bespoke trapezoidal boxes feature contemporary eye-catching vector graphics, powerful Goupie branding and also provide very flexible, bi-directional, display potential for our retail partners."

"The new Goupie packaging is also future proof, as it features full allergen, QUID and nutrition information; as well as individual product barcodes, social media and website contacts," says Joe Simpson.

"Our ethos with Goupie is that it's all about the taste," explains Founder and Managing Director, Janet Simpson. "We sell the contents, not the box. What we have achieved with the new packaging is a very strong piece of design based on a beautifully crafted box, but we have been able to value-engineer this packaging to maintain our great retailer margin. It is also fully recyclable, which reflects our commitment to sustainability across the business."

"We take great care to source only the finest ingredients – fresh nuts, dried and candied fruits, essential oils, Belgian chocolate – and we combine them with care and skill so that our customers get a truly memorable taste experience," continues Janet Simpson. "I believe that our new packaging really communicates Goupie's brand values. We are proud of producing hand-made confectionery with proven provenance; and now we have packaging that really does Goupie justice."

"Goupie has been made by my family for over 50 years," continues Janet Simpson. "It is an honest, tasty confection with almost universal appeal, even to those who do not profess to have a sweet tooth. We really look forward to introducing the new look Goupie to retailers and customers alike. We feel sure it will encourage even more people to sample Goupie's many and varied delights."

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