

PACKAGING CREDENTIALS

Mustard is a comprehensive full-service creative and digital agency, headquartered in Cape Town, South Africa operating globally since 2009.

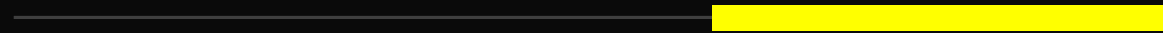
Our main services encompass corporate identities, design, branding, web development, e-marketing, paid media, and SEO. With the recent acquisition of Jason de Wet, founder and Managing Director of Bittersuite, a well-known and respected bespoke design and branding agency, we're thrilled to share our latest collective packaging credentials, bolstering our expertise in packaging design within the Fragrance, Retail, Alcohol, and Cigarette sectors.

PACKAGING SERVICES

First impressions last. At Mustard, we focus on creating effective packaging solutions to showcase your brand, boost on-shelf visibility, build trust, foster brand connection, and increase sales.

- ▶ CREATIVE DIRECTION
- ▶ STRATEGIC BRANDING & GRAPHIC DESIGN
- ▶ ILLUSTRATION & TYPOGRAPHY
- ▶ USER EXPERIENCE (UX) DESIGN
- ▶ MOCKUPS, 3D RENDERINGS & PROTOTYPING
- ▶ PACKAGING BRAND GUIDELINES
- ▶ TRADE PRESENTERS AND POS

FRAGRANCES



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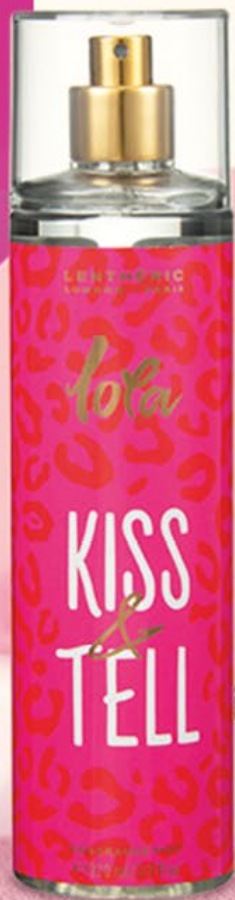




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SPRITZ
ALL DAY. YOUR WAY.



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MULTIGRAIN NUTRIENT DENSE HIGH ENERGY FOOD

GENESIS™

HIGH ENERGY FOOD

Se

FORMULATED WITH ORGANIC SELENIUM

HIGH IN

- ▶ PROTEIN
- ▶ FIBRE
- ▶ IRON
- ▶ VITAMIN C
- ▶ VITAMIN B1

CONTAINS

- 05 Electrolytes
- 19 Amino Acids
- 10 Minerals
- 12 Vitamins

ADVANCED SLOW ENERGY RELEASE FORMULA

FREE FROM GLUTEN WHEAT LACTOSE

500g

Typical Nutritional Information

NUTRIENT	Per 100g	Per 50g	Per 10g
Energy	1510	755	151
Carbohydrate	78.0	39.0	7.8
Protein	21.0	10.5	2.1
Organic Carbohydrate	16.4	8.2	1.6
of which Total Sugar	11.7	5.8	1.2
Total Fat	2.0	1.0	0.2
of which Saturated Fatty Acids	0.5	0.25	0.05
of which Omega 3 Fatty Acids	0.1	0.05	0.01
of which Omega 6 Fatty Acids	0.4	0.2	0.04
Omega 3 Fatty Acids	0.1	0.05	0.01
Monounsaturated Fatty Acids	0.4	0.2	0.04
Sodium	1.1	0.55	0.11
Salt	0.3	0.15	0.03
Total Sodium	2.6	1.3	0.26
VITAMINS			
Vitamin A (Retinol)	500	250	50
Vitamin B Complex	1.2	0.6	0.12
B1 (Thiamine)	1.5	0.75	0.15
B2 (Riboflavin)	1.0	0.5	0.1
B3 (Niacin)	1.0	0.5	0.1
B5 (Pantothenic Acid)	1.7	0.85	0.17
B6 (Pyridoxine)	4.0	2.0	0.4
B9 (Folic Acid)	2.4	1.2	0.24
B12 (Cobalamin)	100.0	50.0	10.0
Vitamin C (Ascorbic Acid)	15.0	7.5	1.5
Vitamin D (Cholecalciferol)	1.0	0.5	0.1
Vitamin E (Tocopherol)	30	15	3
Vitamin H (Biotin)	120	60	12
Vitamin K	1.0	0.5	0.1
MINERALS			
Calcium	130	65	13
Copper	1.0	0.5	0.1
Iron	1.0	0.5	0.1
Magnesium	1.0	0.5	0.1
Manganese	0.8	0.4	0.08
Molybdenum	1.0	0.5	0.1
Phosphorus	1.0	0.5	0.1
Selenium	1.0	0.5	0.1
Zinc	1.0	0.5	0.1
GLYCOSIDES			
Inulin	5000	2500	500
Lactulose	5000	2500	500
Potassium	4500	2250	450
Molasses*	5000	2500	500
AMINO ACIDS			
Alanine	310	155	31
Arginine	1500	750	150
Aspartic Acid	370	185	37
Cysteine	150	75	15
Glutamic Acid	2200	1100	220
Glycine	700	350	70
Isoleucine	80	40	8
Hydroxy Proline	30	15	3
Isoleucine**	310	155	31
Lactate**	150	75	15
Leucine**	150	75	15
Malic Acid**	150	75	15
Phenylalanine**	150	75	15
Proline**	150	75	15
Serine**	150	75	15
Threonine**	150	75	15
Tyrosine**	150	75	15
Valine**	150	75	15
ALLERGENS			
Soy & Cow Milk - Sodium Caseinate (Milk Protein)			
INGREDIENTS: SmartBran® (Whole Mince Flour, NON-GMO), FlareBey® (Whole Soy Bean Flour, NON-GMO), Sorbitol, Vegetable Oil (Sunflower Seed/Palm Monoglyceride), Soy Lecithin (Soy Lecithin (Soy NON-GMO), Sodium Caseinate).			
MODIFIERS: Pine extract sterols and sterols.			
VITAMINS: Vitamin B, Vitamin A (RE), Vitamin B Complex, B1 (Pantothenic Acid), B6 (Pyridoxine), B9 (Folic Acid), Vitamin E (Tocopherol), Vitamin C (Ascorbic Acid), Vitamin D (Cholecalciferol), Vitamin K.			
MINERALS: Calcium (Calcium Carbonate), Potassium (Potassium Iodide), Iron (Ferrous Sulphate), Selenium (Sodium Selenite), Zinc (Zinc Sulphate).			
Sources of Protein: Whole Mince Flour, Whole Soy Bean Flour, Soy Lecithin.			

THE BEST TASTING INSTANT ENERGY FOOD FOR EVERYONE AND FOR EVERY TIME OF THE DAY

- FOR A HEALTHY LIFE
- FOR KIDS AT SCHOOL
- FOR KIDS PLAYING SPORT
- FOR SPORTSMAN IN TRAINING

MIXES INSTANTLY IN MILK OR WATER

GENESIS CAN BE ENJOYED AS A DELICIOUS MEAL OR DRINK ANYTIME - BREAKFAST, LUNCH, DINNER OR A SNACK DURING THE DAY.

HIGH IN

- ▶ PROTEIN
- ▶ ENERGY
- ▶ FIBRE
- ▶ IRON
- ▶ VITAMIN B1
- ▶ VITAMIN C
- ▶ OMEGA 3
- ▶ SELENIUM

LOW GI

FORMULATED WITH A CLINICALLY TESTED ENZYME THAT AIDS DIGESTION AND BOOSTS IMMUNITY.

SEL-PLEX IS SUPPLIED UNDER LICENSE FROM ALTECH.

RECOMMENDED DAILY SERVING

Age Group	Daily Amount	No. of Tablespoons
Adults	50g-100g	4-8
Teens	50g-75g	4-6
Kids	25g-50g	2-4

AS A MEAL: For every 50g of GENESIS add approximately 125ml (½ cup) of water or milk. Adjust the ratio to obtain your preferred consistency.

AS A SHAKE: Mix 50g of GENESIS with 150-200ml water, milk or yoghurt. Shake well! Enjoy at home or on-the-go.

AS A SMOOTHIE: Liquidise 50g of GENESIS, ½ cup of cold water or milk / fruit juice and your choice of chopped fruit, yoghurt, nuts, peanut butter or honey to lend variety to your smoothie.

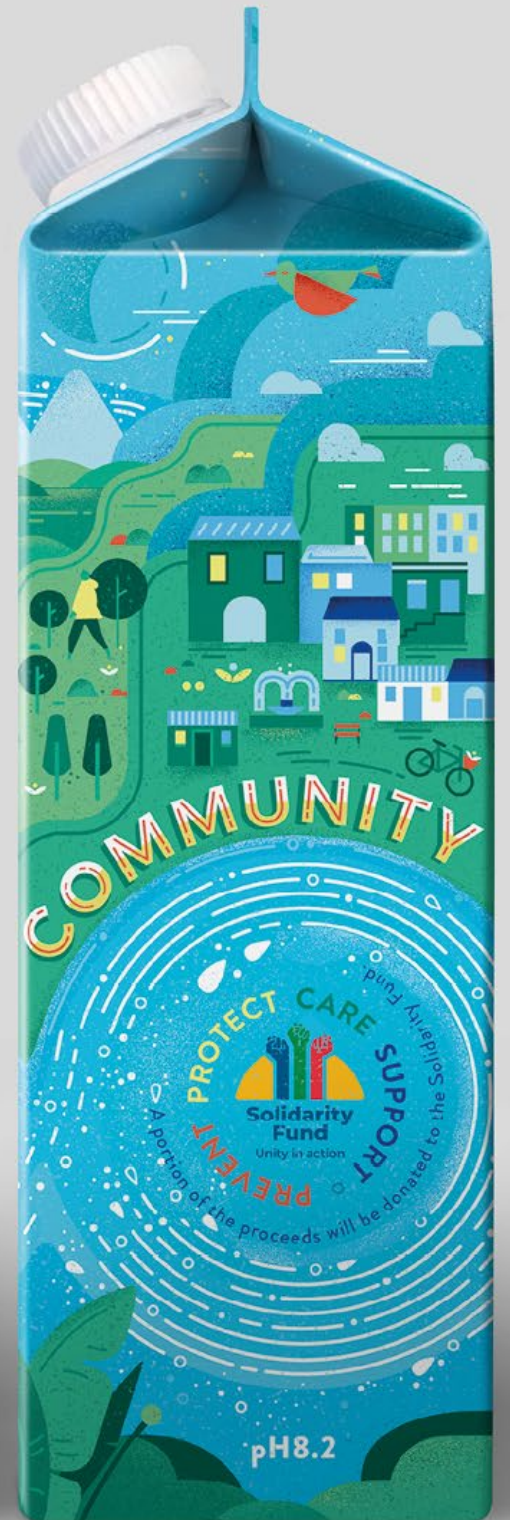
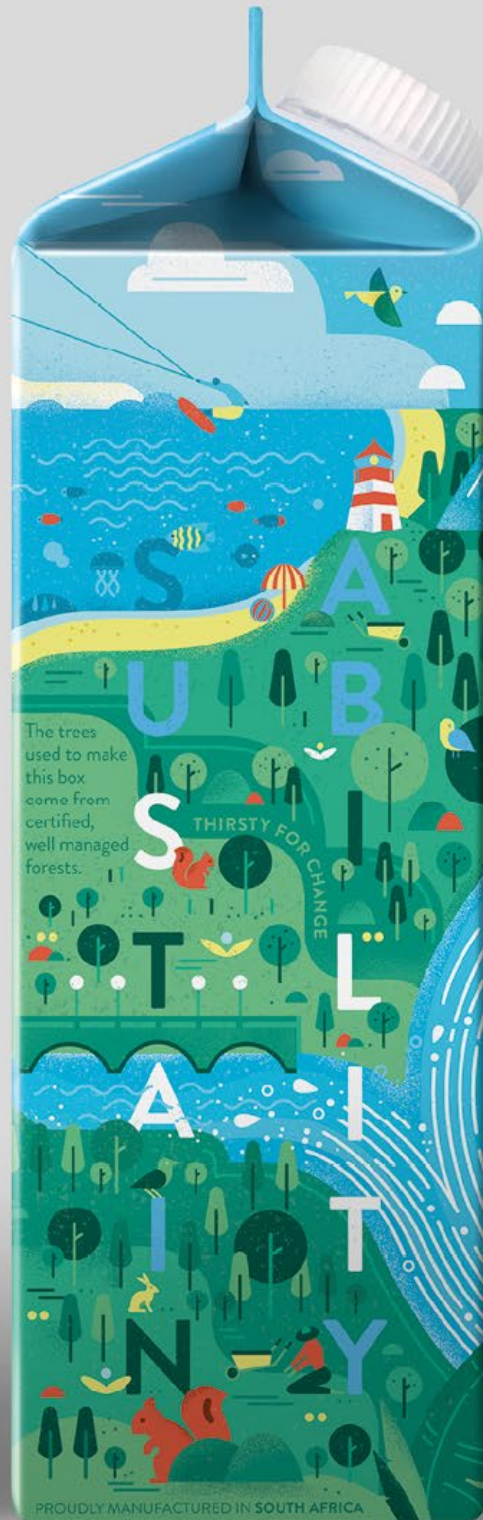
For more delicious smoothie recipes, visit our website, health tips and more visit: www.genesisfood.co.uk



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Deli Packaging

CHICKEN SANDWICH
with co



BUTTERNUT SALAD

With Danish gjetta and pumpkin in seeds



CHEESE & BREAD

A selection of our cheeses and bread



SALAMI SANDWICH

With roasted red pepper hummus



PICKLED TROUT

Homemade traditional pickled fish



CHICKEN SANDWICH

With caramelized red onion, aioli & basil.







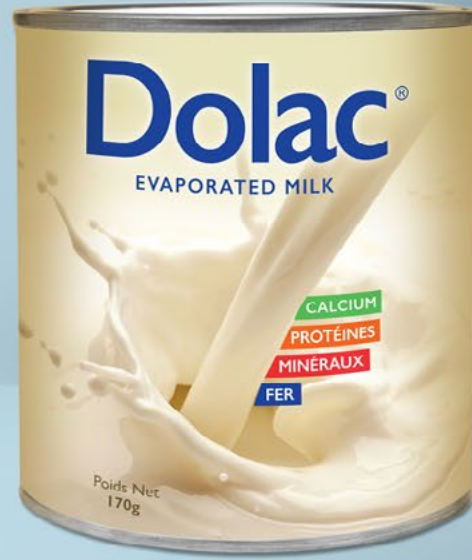














ALCOHOL



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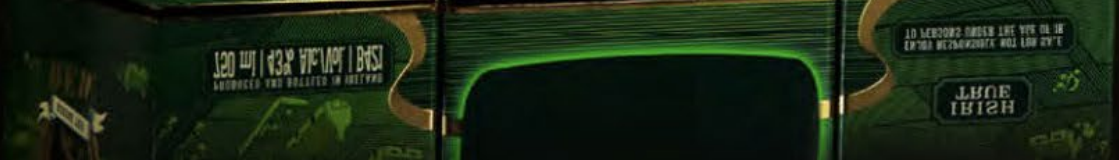


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KUM
BA
YOH!

ROSÉ
2022

A Taste of South Africa



KUM
BA
YOH!

CHARDONNAY
2022

A Taste of South Africa



KUM
BA
YOH!

CHENIN BLANC
2022

A Taste of South Africa



KUM
BA
YOH!

PINOTAGE
2022

A Taste of South Africa



KUM
BA
YOH!

SHIRAZ
2022

A Taste of South Africa



KUM
BA
YOH!

CABERNET SAUVIGNON

A Taste of South Africa







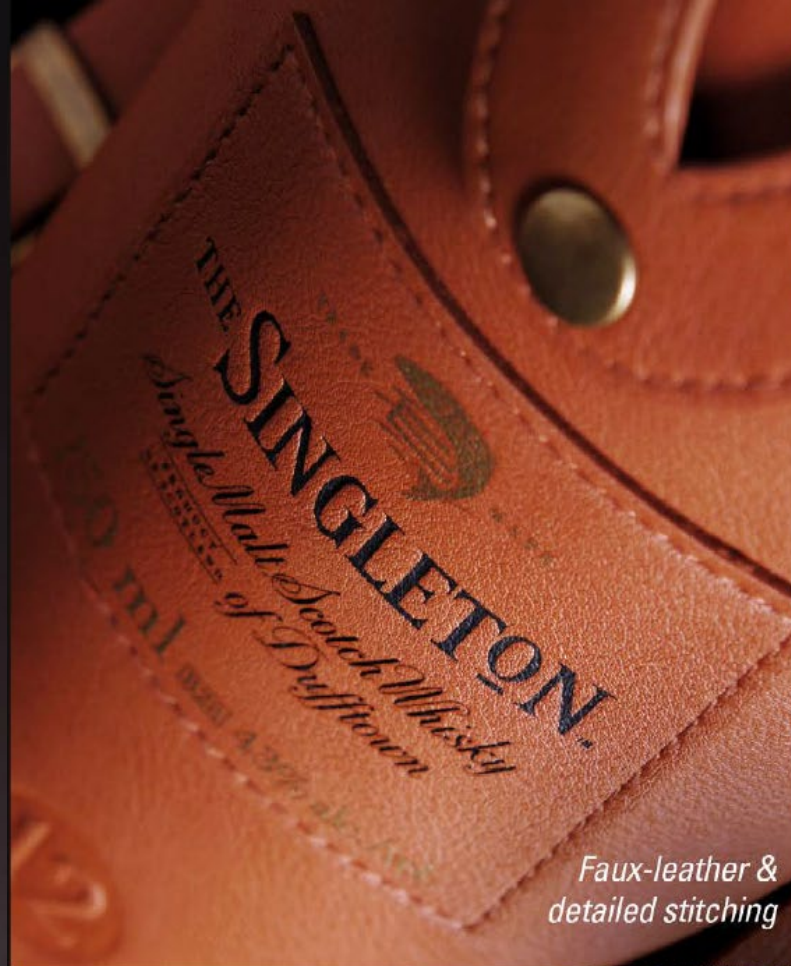
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Faux-leather & detailed stitching



Brass accents enhance the premium quality



The brand's icon, a salmon



Subtle embossing & foiling

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CIGARETTES



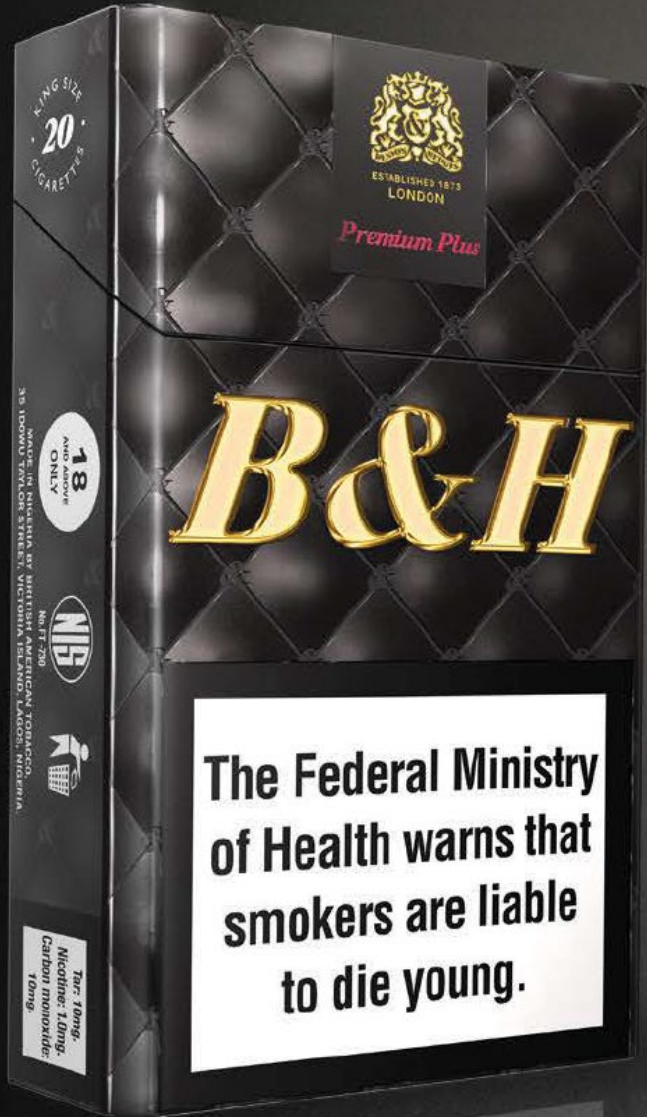
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EXPERIENCE
YOUR FLAVOUR
MOMENTS



IGNITE
YOUR
LEGACY

R35 PER PACK



MADE IN AFRICA



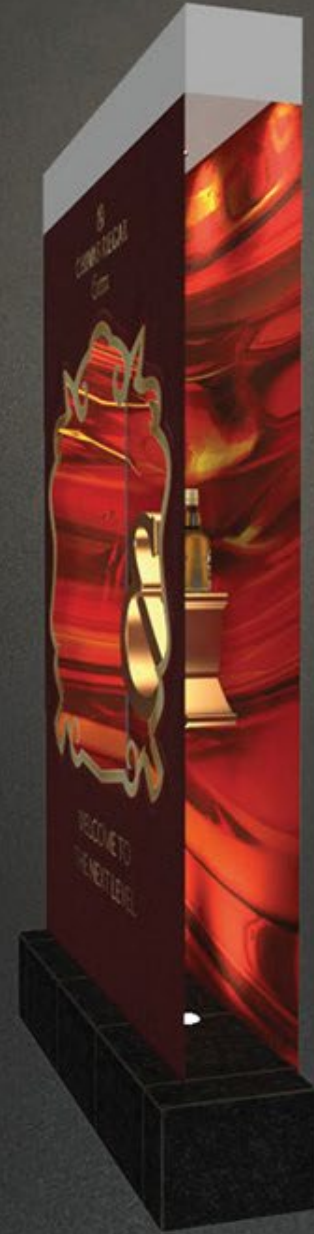
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CIGARETTES



TRADE PRESENTERS AND POS













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TRADE PRESENTERS AND POS













TARGET Market

Millennials / Gen Y

- ★ Females, aged 25-39, all race groups.
- ★ Open minded, self expressive liberal and receptive to new ideas.
- ★ Constantly searching for something new, exotic and adventurous.
- ★ Value change, without it they won't thrive.



GenZ / iGen

- ★ Females, aged 14-24, all race groups.
- ★ Global, social, visual and technological generation.
- ★ The most connected generation.
- ★ Up-ogers, with influence beyond their years.
- ★ Early adopters, brand influencers, social media drives and pop-culture leaders.



SHOPPER Market

Opportunistic Adventurers

- ★ Who is an impulsive and slightly indulgent shopper always on the lookout for...



LENTHERIC
LONDON · PARIS

SPRITZ
ALL DAY. YOUR WAY.





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A THIRD AND TRUSTED FAVOURITE.
For over 70 years, South Africans have treasured and enjoyed the delicious taste and uncompromising quality of All Gold products. It's no different when it comes to new jams and marmalades - each of the many varieties is examined full of our exquisite finest fruits, picked in their prime and packed while at their best.

A JAM FOR EVERY OCCASION.
All Gold is well aware of the highly competitive nature of the hospitality industry. We understand your commitment to maintaining the highest standards of service and your dedication to meeting the needs of your valued clientele. This is why you can have peace of mind when you serve All Gold jams, knowing that you're offering your customers the very best - no matter what the occasion.



ALL GOLD PINEAPPLE MARMALADE
All Gold also offers you the option of a range of 12 jams and marmalades to suit your taste. A variety of other jams, marmalades and spreads are available in a range of sizes to suit your needs.

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ALL GOLD ORANGE CRAMBLE JAM
The All Gold range of jams and marmalades is packed in 12 different sizes and is also available in 100g and 200g jars.

- Perfect for those who love a large tub of jam.
- Perfectly suited to all occasions.
- No preservatives.
- Rich in antioxidants.
- A variety of other jams, marmalades and spreads are available in a range of sizes to suit your needs.



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YOU

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