

PACKAGING CREDENTIALS

Mustard is a dynamic full-service creative and digital agency located in Cape Town, with a global footprint.

Since our founding in 2009, we've played a pivotal role in transforming brands within the packaging sector. Our business culture thrives on strategic branding and digital innovation, all while maintaining a strong commitment to service excellence.

With Jason de Wet, founder and Managing Director of the renowned Bittersuite, now on board, we're excited to enhance our expertise, particularly within the packaging sector, and showcase our combined credentials.



WHY MUSTARD?

- ▶ ESTABLISHED 2009
- ▶ FULL-SERVICE AGENCY
- ▶ CAPE TOWN AND LONDON BASED
- ▶ HIGHLY SKILLED AND EXPERIENCED TEAM
- ▶ WORLD-CLASS DELIVERY
- ▶ EXCELLENT CLIENT SERVICE
- ▶ FAST TURNAROUND TIME, WITHIN BUDGET
- ▶ EXTENSIVE PACKAGING EXPERIENCE



OUR CREATIVE & DIGITAL REACH

WE ARE A SOUTH AFRICAN BASED
AGENCY OPERATING GLOBALLY

*Approximately 65% of Mustard's work is generated from abroad

OUR SERVICES

01

STRATEGY

- Marketing
- Brand
- Internal Marketing
- Digital

02

WEBSITES

- User Experience
- User Interface
- Design
- Bespoke Sites
- E-Commerce Solutions
- Mobile Development
- App Development
- HTML
- Support and Maintenance

03

CREATIVE

- Creative Direction
- Design
- E-Marketing
- Advertising
- OOH
- Exhibitions
- Projects
- 3D CGI Animation
- Video & Animation

04

BRANDING

- Illustration & Typography
- Packaging Design
- Trade Toolkits
- Style Guides
- Trade Presenters
- POS
- Spacial Design

05

CORPORATE IDENTITIES

- Logos
- Stationery
- Branding
- Company Profiles
- Corporate Presentations

06

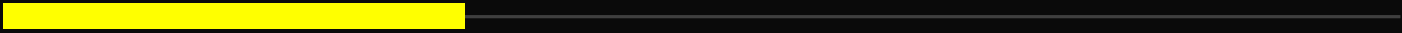
PERFORMANCE MARKETING

- SEO Site Audits
- Technical SEO
- Digital PR
- Paid Media (PPC)
- Social Media
- Content
- Animation and Video

“ WE’RE A FULL-SERVICE, STRATEGIC CREATIVE & DIGITAL AGENCY WITH A COMPLETE RANGE OF SERVICES ALL UNDER ONE ROOF. ”

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
- ▶ MOCKUPS, 3D RENDERINGS & PROTOTYPING
- ▶ PACKAGING BRAND GUIDELINES
- ▶ TRADE PRESENTERS AND POS

F M C G



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FMCG







Original & Best
Ginger Nuts
BISCUITS MADE WITH
GINGER AND GOLDEN SYRUP



200 g (7.05 oz)
SERVING SUGGESTION



Original & Best
STRAWBERRY
WHIRLS
BISCUITS
STRAWBERRY AND VANILLA
FLAVOURED CENTRES



200 g (7.05 oz)
SERVING SUGGESTION





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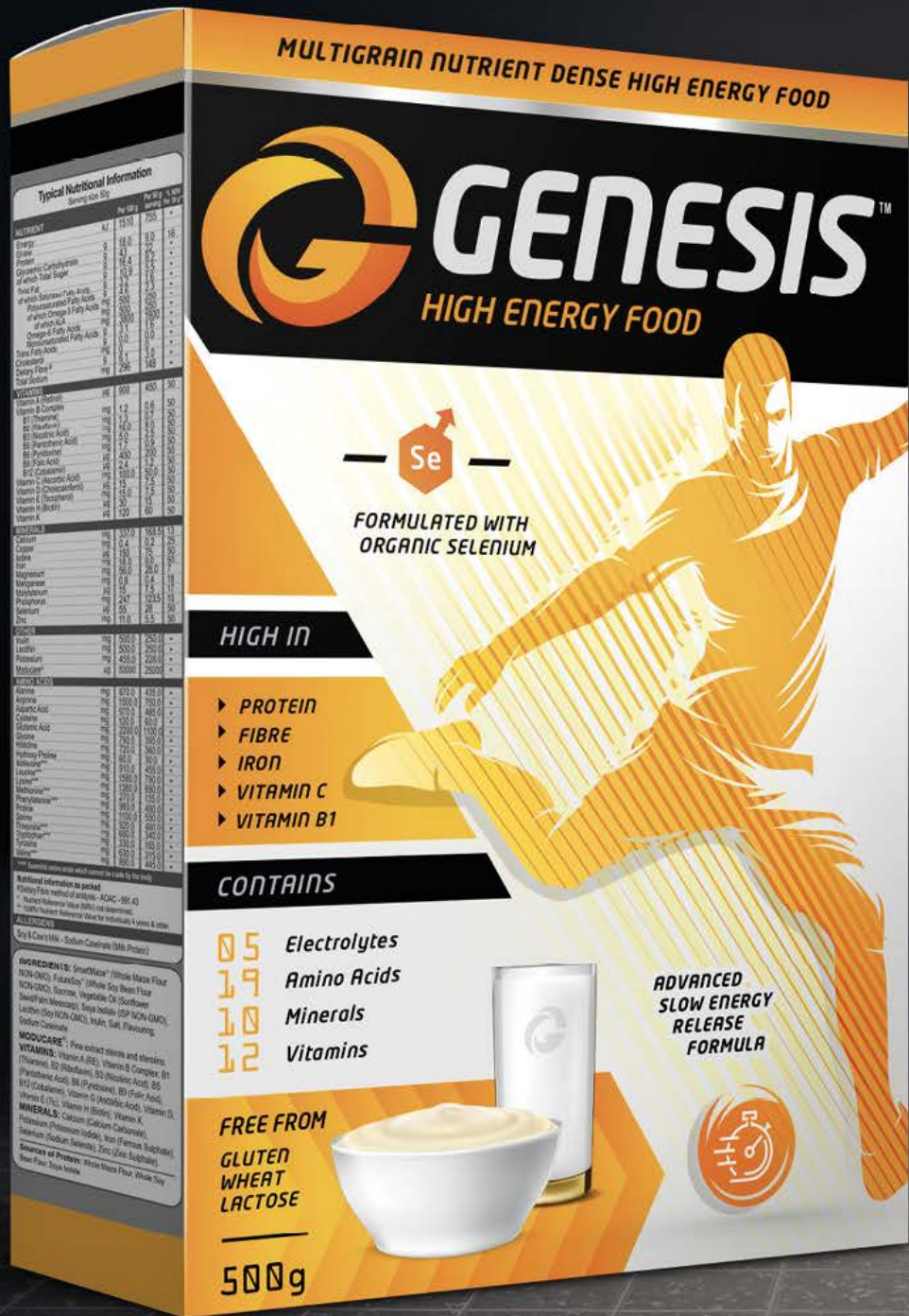
FMCG











Typical Nutritional Information
Serving Size 50g

NUTRIENT	Per 100g	Per 50g	Per 10g
Energy	1570	785	157
Fibre	18.0	9.0	1.8
Carbohydrate	74.0	37.0	7.4
Protein	12.0	6.0	1.2
Sodium	1.0	0.5	0.1
Total Fat	10.0	5.0	1.0
Saturated Fat	0.5	0.25	0.05
Trans Fat	0.0	0.0	0.0
Cholesterol	0.0	0.0	0.0
Calcium	10.0	5.0	1.0
Iron	1.0	0.5	0.1
Zinc	0.5	0.25	0.05
Copper	0.1	0.05	0.01
Magnesium	1.0	0.5	0.1
Phosphorus	1.0	0.5	0.1
Potassium	1.0	0.5	0.1
Selenium	0.1	0.05	0.01
Vitamin A	1.0	0.5	0.1
Vitamin B1	1.0	0.5	0.1
Vitamin B2	1.0	0.5	0.1
Vitamin B3	1.0	0.5	0.1
Vitamin B5	1.0	0.5	0.1
Vitamin B6	1.0	0.5	0.1
Vitamin B7	1.0	0.5	0.1
Vitamin B9	1.0	0.5	0.1
Vitamin B12	1.0	0.5	0.1
Vitamin C	1.0	0.5	0.1
Vitamin D	1.0	0.5	0.1
Vitamin E	1.0	0.5	0.1
Vitamin K	1.0	0.5	0.1

GENESIS™

HIGH ENERGY FOOD

Se
FORMULATED WITH ORGANIC SELENIUM

HIGH IN

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

CONTAINS

- 0.5 Electrolytes
- 1.9 Amino Acids
- 1.0 Minerals
- 1.2 Vitamins

FREE FROM
GLUTEN
WHEAT
LACTOSE

500g

ADVANCED SLOW ENERGY RELEASE FORMULA



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 NON-GMO

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

SEL-PLEX IS SUPPLIED UNDER LICENSE FROM ALTECH.

SERVING SUGGESTIONS

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
Liquefy 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.

RECOMMENDED DAILY SERVING

Age Group	Daily Amount	% of Subpop
All ages	50g-70g	4-8
16-65	50g-75g	4-6
65+	25g-50g	2-4

For more delicious smoothie recipes, visit www.genesisfood.co.uk



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Deli Packaging

CHICKEN SANDWICH
With co



BUTTERNUT SALAD

With Danish gata 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.





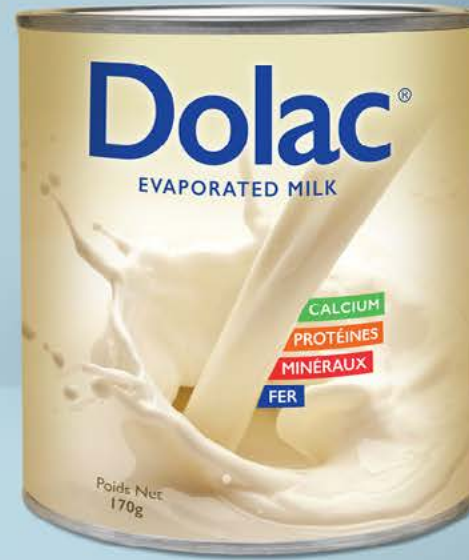


















TODAY
12 SAUSAGE ROLLS
Original

Bake from frozen
 Ready in 30 minutes

720 g

add fresh greens

serve with Millington's Tomato Sauce

MADE WITH SOUTH AFRICA'S
NO.1
 PUFF PASTRY

SEVING SUGGESTION

TODAY
2 FAMILY SIZE PIZZAS
Tomato Base

Bake from frozen
 Ready in 30 minutes

serve with sliced tomato, onion & fresh rocket

760 g

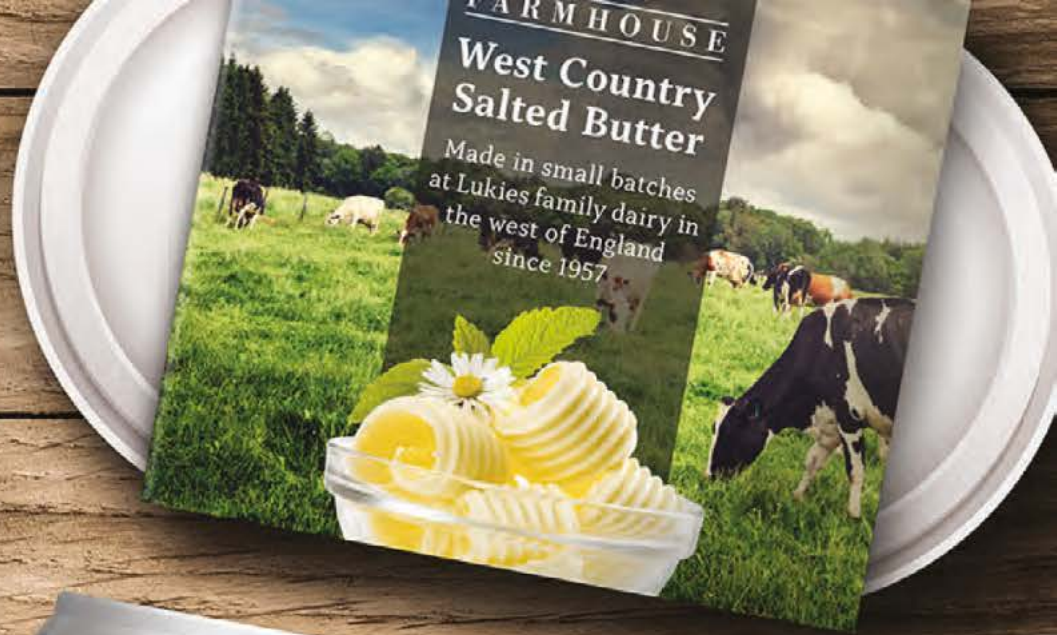
SEVING SUGGESTION











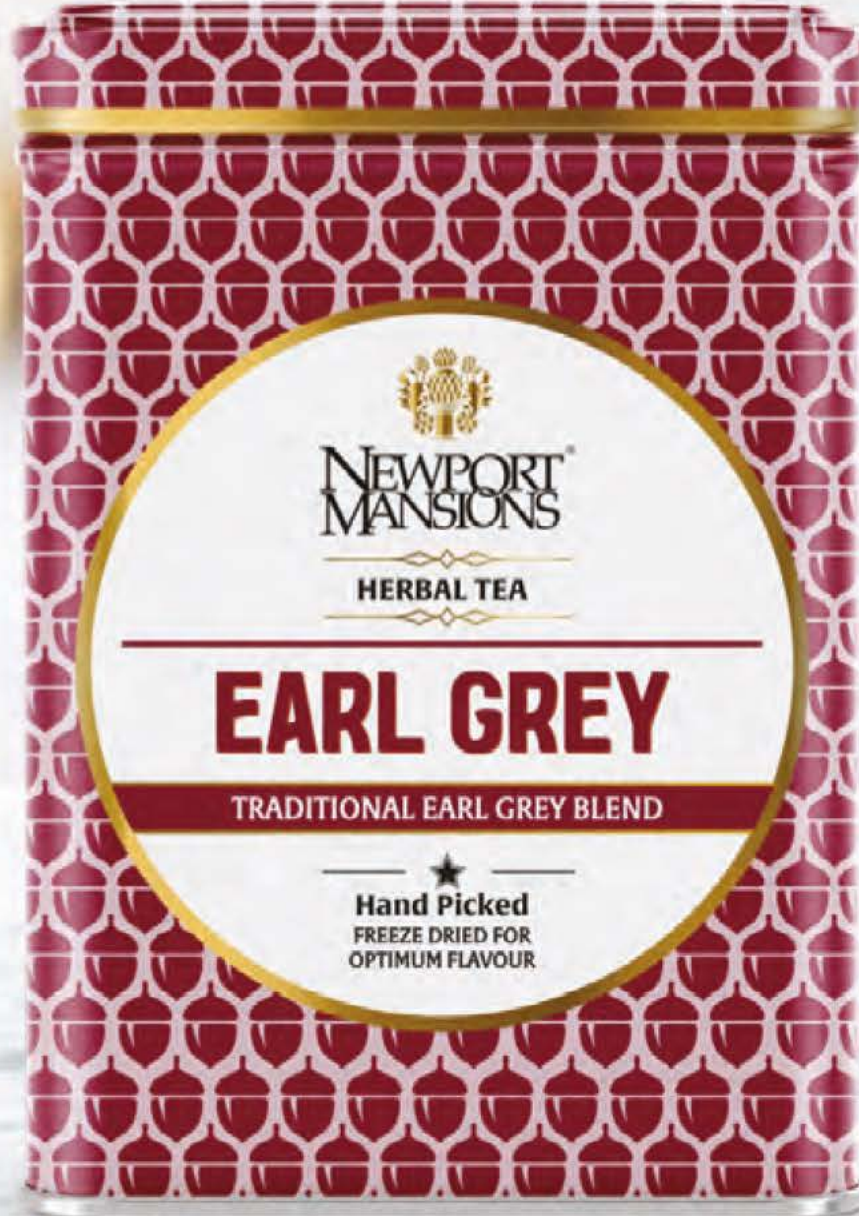












Evelyn's

4 Plant-based Burger Patties

Wholesome & hearty,
smokey black bean &
beetroot burgers.



Serving suggestion



Punnett's Town

Luke Dale Roberts memory of pork scratching dates back to his upbringing in the village of Punnett's Town, East Sussex, England. Blackdown Mill, a grade II listed smock mill stands at the end of the road where he lived.

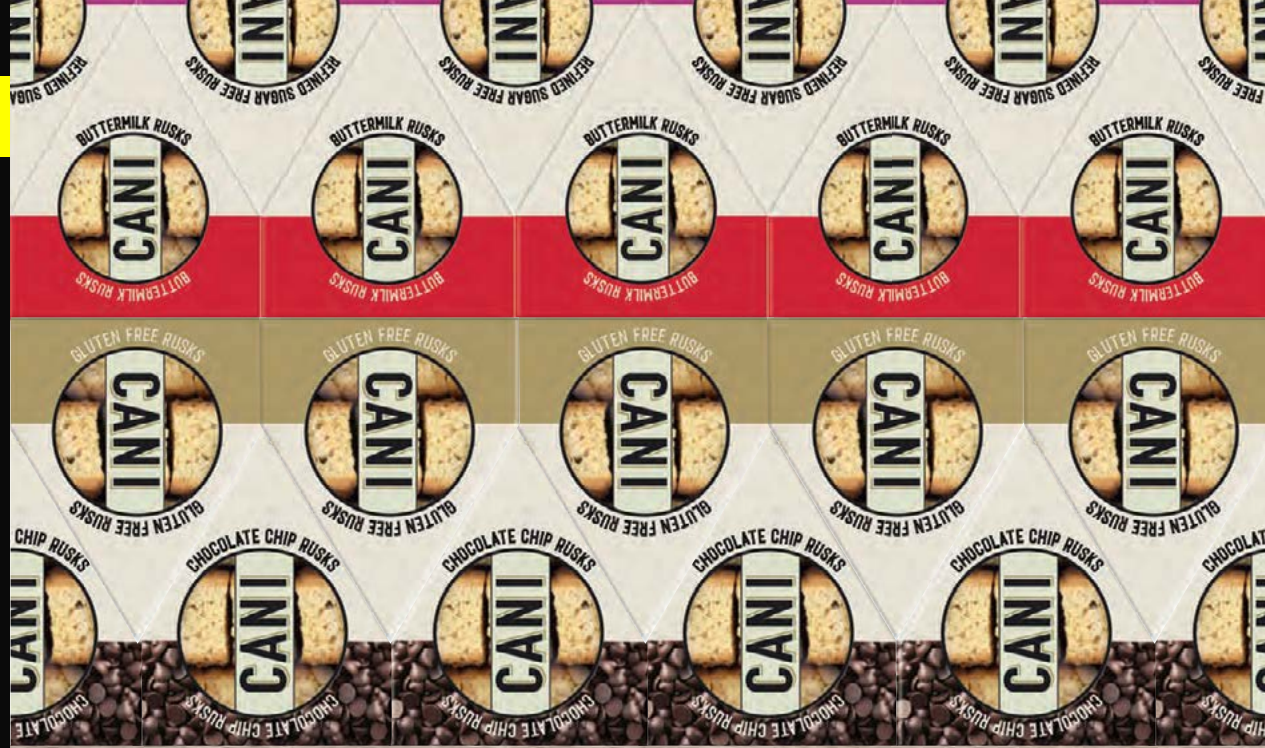


Pork Scratchings

The origin of the Pork Scratching dates back to the 1800's. A food of the working classes, families kept their own pigs where they would feed them up for slaughter. With food so scarce, no part of the pig was wasted and either by design or by trial and error the famous Pork Scratching was discovered

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ORIGINAL
JEYES
THE STRONG ONE

ORIGINAL
JEYES
THE ORIGINAL STRONG ONE

ORIGINAL
JEYES
THE STRONG ONE

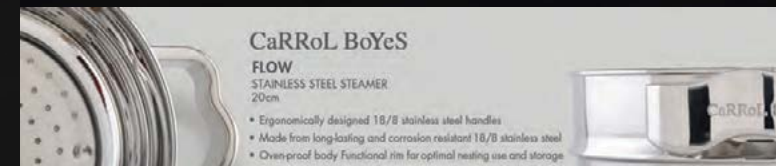
ORIGINAL
JEYES
THE ORIGINAL STRONG ONE





CaRroL BoYeS FLOW

Carrol Boyes was an iconic artist and designer whose unique pieces evoke the exuberance and charisma of the South African aesthetic. Inspired by the human form and the natural world, the brand continues to create a distinctive range of home and lifestyle items.



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**COSMETICS,
FRAGRANCES &
PERSONAL CARE**

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COSMETICS, FRAGRANCES & PERSONAL CARE





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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE



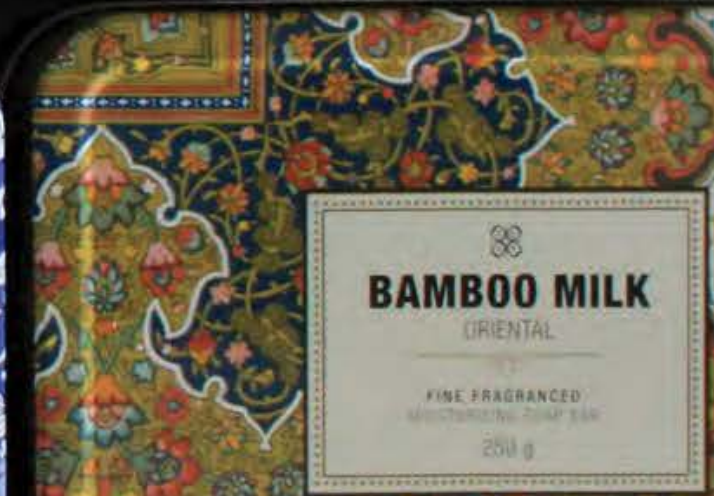
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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE











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COSMETICS, FRAGRANCES & PERSONAL CARE



YARDLEY
LONDON

BOND ST

EAU DE PARFUM POUR HOMME

YARDLEY
LONDON

BOND ST

EAU DE PARFUM POUR FEMME

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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE



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COSMETICS, FRAGRANCES & PERSONAL CARE



SPRITZ
ALL DAY. YOUR WAY.



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COSMETICS, FRAGRANCES & PERSONAL CARE









ALCOHOL





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ALCOHOL









120 ml | 43% Alc/Vol | B421
PRODUCED AND BOTTLED IN IRELAND

10 BOTTLES UNDER THE AGE OF 18
ENJOY RESPONSIBLY. NOT FOR SALE TO PERSONS UNDER THE AGE OF 18

IRISH TRUE

120 ml | 43% Alc/Vol | B421
PRODUCED AND BOTTLED IN IRELAND

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ALCOHOL





TULLAMORE
ESTD D.E.W. 1829
IRISH WHISKEY
LIMITED EDITION

TULLAMORE
ESTD D.E.W. 1829
IRISH WHISKEY
LIMITED EDITION

TULLAMORE
ESTD D.E.W. 1829
IRISH WHISKEY
LIMITED EDITION

Tully
TONIC

COCKTAIL RECIPE

INGREDIENTS

- 50ML TULLAMORE D.E.W. IRISH WHISKEY
- 1 Part Slim Tullamore D.E.W. into a whiskey glass with ice
- 1 Part 150ml of delicious tonic
- 1 Part grape and definition tonic
- 1 Sprinkle with orange
- Serve with a glass ball top and the brand's ready you can make.

GRAIN, MALT & POT STILL
Triple
BLENDED
FOR CHARACTER





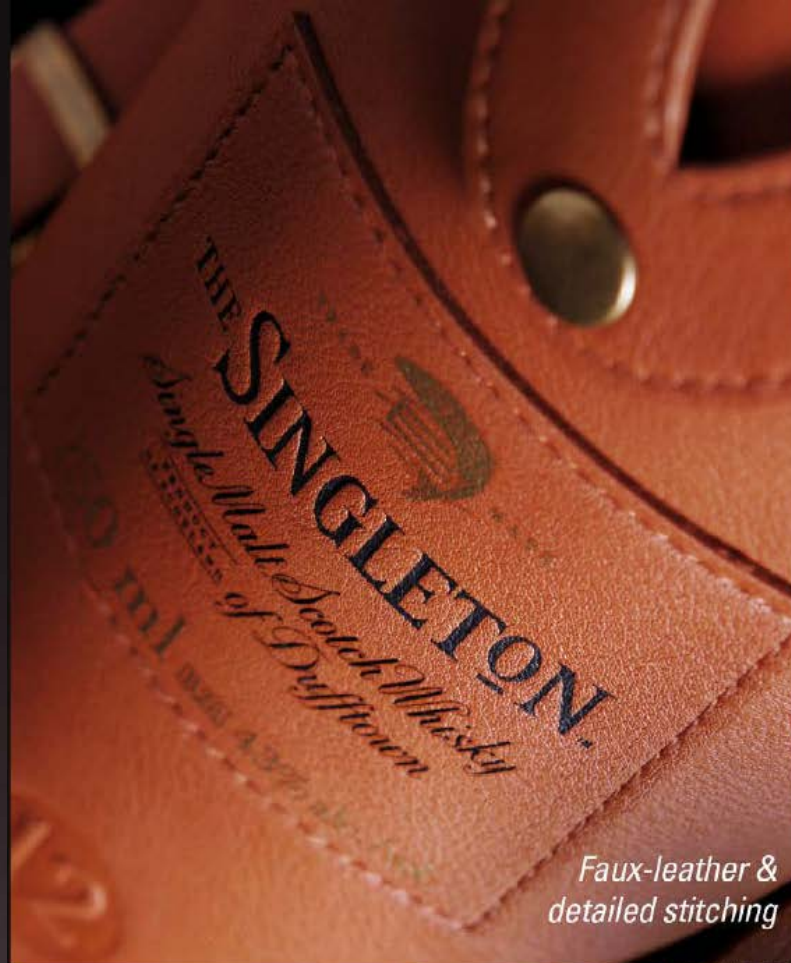
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ALCOHOL

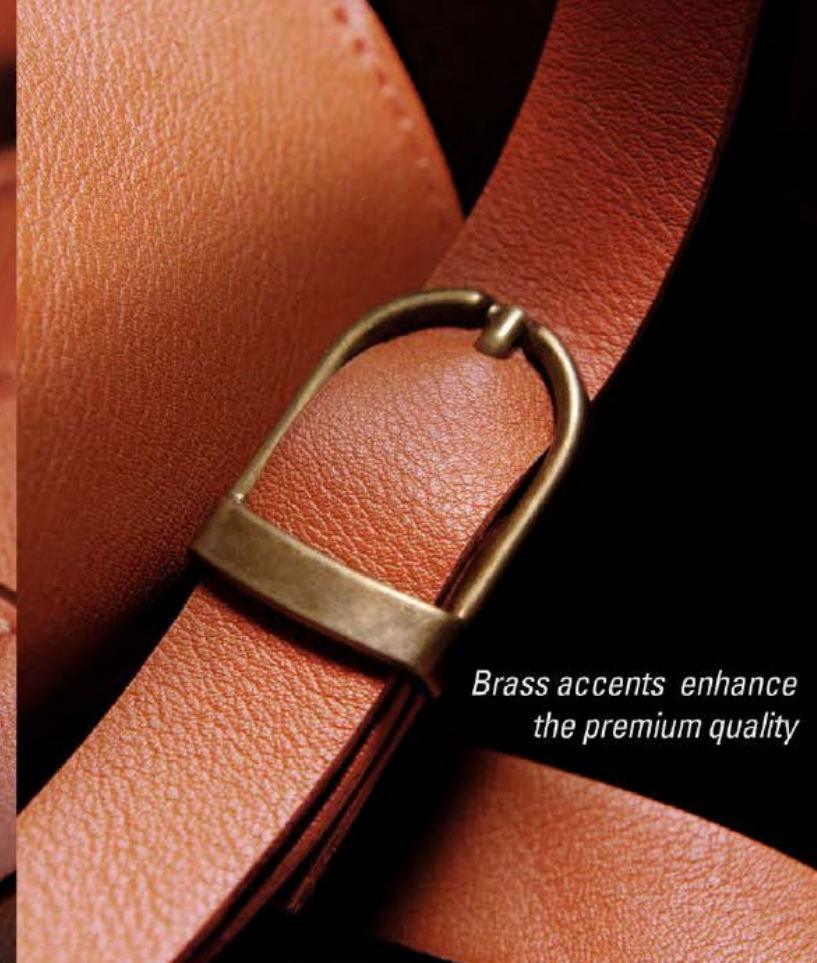


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ALCOHOL



Faux-leather & detailed stitching



Brass accents enhance the premium quality



The brand's icon, a salmon



Subtle embossing & foiling

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ALCOHOL



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ALCOHOL



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ALCOHOL



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ALCOHOL





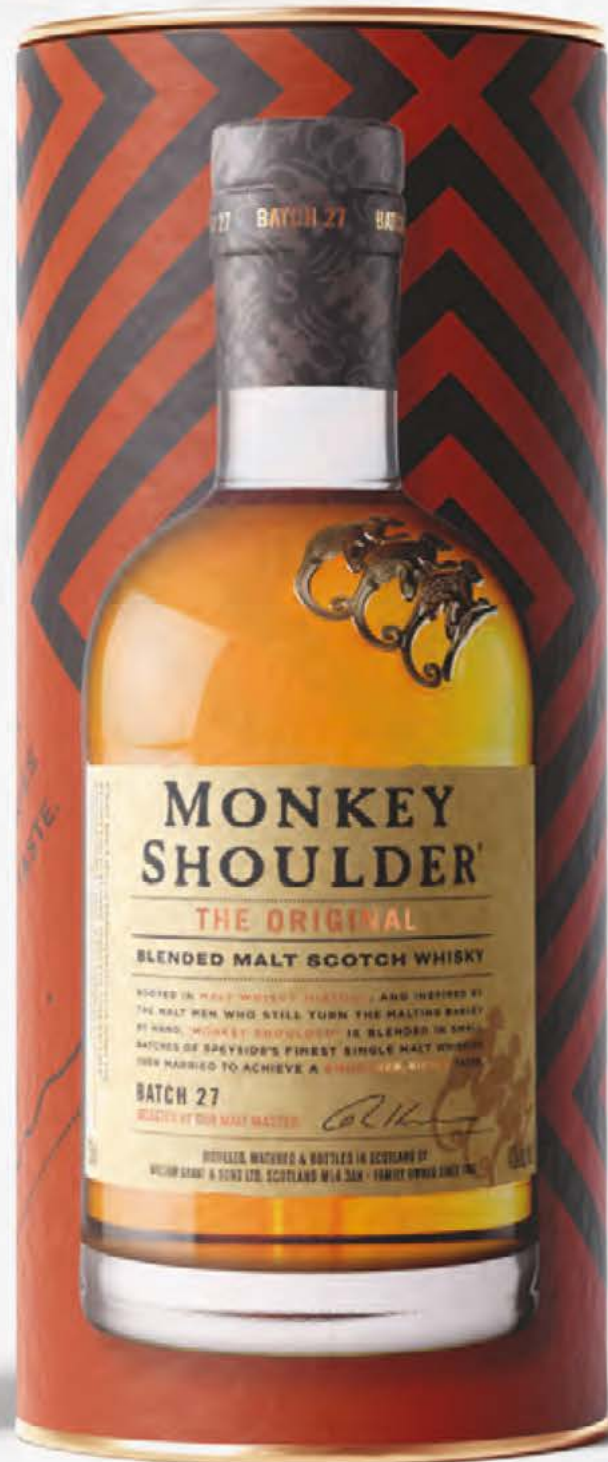
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ALCOHOL









CIGARETTES



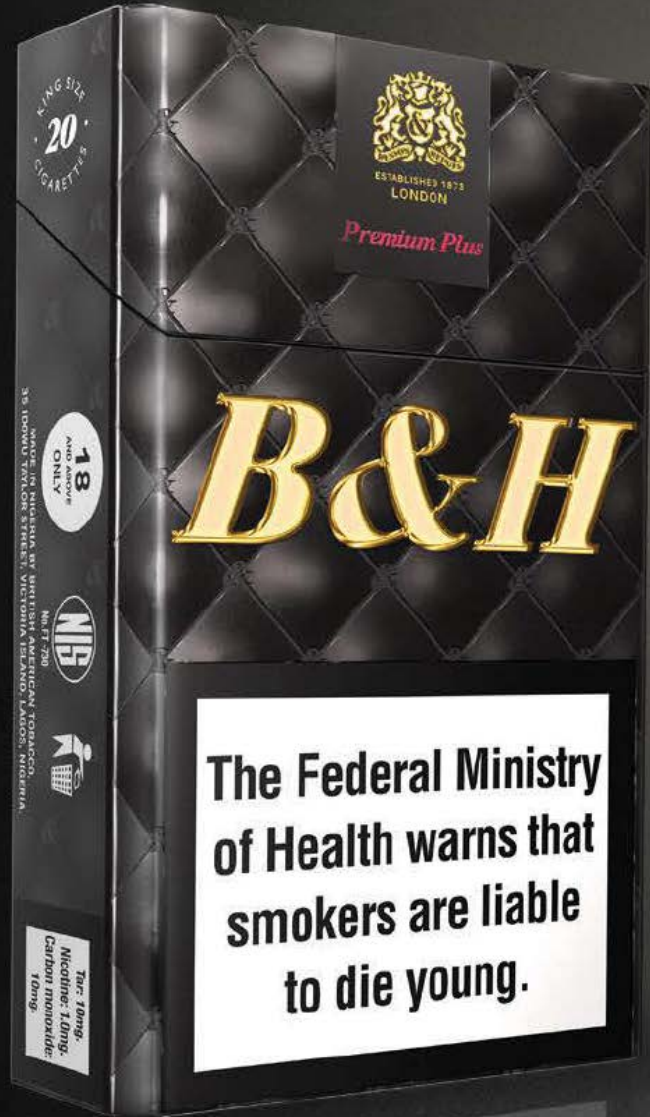
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CIGARETTES



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CIGARETTES



to die young.
 smokers are liable
 of Health warns that
 Federal Ministry

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CIGARETTES

EXPERIENCE
YOUR FLAVOUR
MOMENTS



IGNITE
YOUR
LEGACY

R35 PER PACK



MADE IN AFRICA



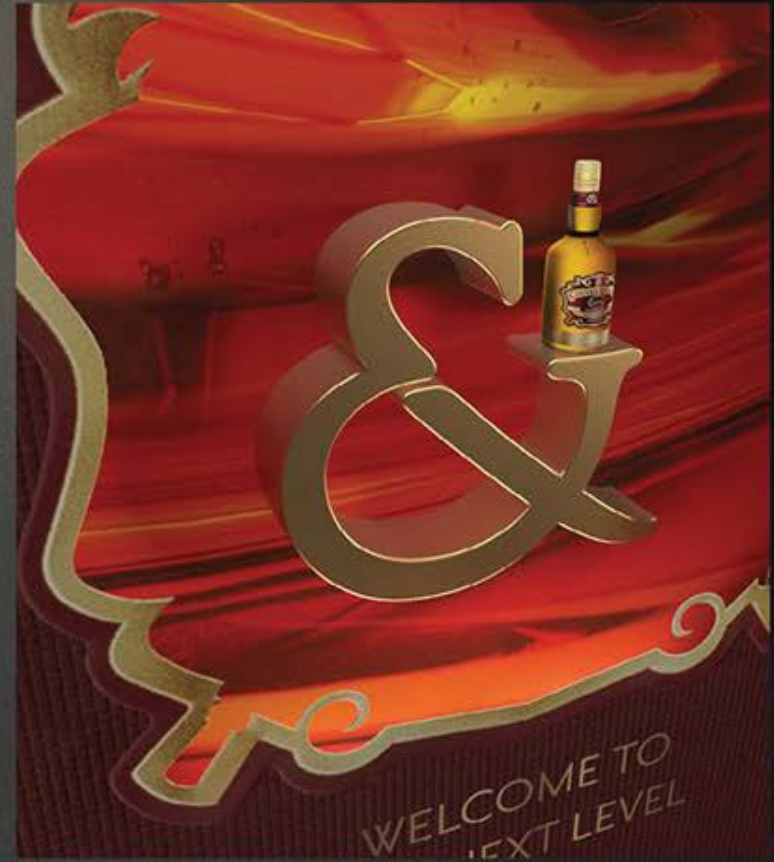
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CIGARETTES



TRADE PRESENTERS AND POS





WIN a trip to Edinburgh
and other fantastic prizes with Grant's Whisky ...TRUE STORY

Grant's True Tales is giving you the opportunity to win exciting prizes including an iPad 2s & Blackberry 9300s as well as other exciting prizes.

You can also submit your story and stand the chance to win a trip to Edinburgh to share your tale at the Edinburgh Festival ... True Story.

Simply dial 71277007 and follow the instructions on the phone.

TALES

Not for Sale to Persons Under the Age of 18

THE FAMILY RESERVE
Grant's Scotch Whisky
... TRUE STORY

THE FIVE GENERATIONS
Grant's Scotch Whisky
... TRUE STORY

TALES

TELL YOUR STORY IN EDINBURGH, SCOTLAND ...TRUE STORY.

Not for Sale to Persons Under the Age of 18

TRUE TALES
Discover Share Connect. Grant's.

TELL YOUR STORY IN EDINBURGH, SCOTLAND ...TRUE STORY.

Grant's True Tales is giving you the opportunity to WIN fantastic instant prizes, including iPad 2s & Blackberry 9300s, as well as the opportunity to travel to Edinburgh, Scotland.

Submit your story starter and you could be selected to tell it at one of our exclusive local events. The winning storyteller will WIN the grand prize trip to Scotland, where they will share their story at the Edinburgh Fringe Festival.

To enter visit www.grantswhisky.com on your phone or like the Grant's Whisky South Africa page on Facebook.

Grant's

Not for Sale to Persons Under the Age of 18

TALES

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Not for Sale to Persons Under the Age of 18

TALES

SUBMIT YOUR STORY STARTER AND YOU COULD BE SELECTED TO TELL IT AT ONE OF OUR EXCLUSIVE LOCAL EVENTS.

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Grant's





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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 'hopper' always on the lookout for...



LENTHERIC
LONDON • PARIS

SPRITZ
ALL DAY. YOUR WAY.





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TRADE PRESENTERS AND POS



A THIRD AND TRUSTED FAVOURITE..
 For over 90 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 our jams and marmalades - each of the many varieties is harvested from the finest fruit, 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 jam-making industry. We understand your commitment to maintaining the highest standards of service and your dedication to making the most of your valued jam. This is why you can have peace of mind when you serve All Gold jam, knowing that you're offering your customers the very best - no matter what the occasion.



ALL GOLD PROVEN THEM.
 All Gold jam offers you the option of a range of All Gold products to suit your taste and budget. Choose your jam wisely. Here's why:

- All Gold jam is made with 100% fruit.
- All Gold jam is made with 100% fruit.
- All Gold jam is made with 100% fruit.

ALL GOLD CHECK THESE.
 The All Gold range of jams is the best in the world. It's the only jam that is made with 100% fruit. It's the only jam that is made with 100% fruit. It's the only jam that is made with 100% fruit.



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TRADE PRESENTERS AND POS



THANK
YOU.

WWW.MUSTARD.AGENCY [f](#) [@](#) [in](#)

