

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

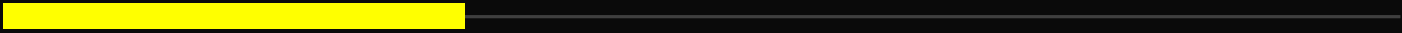
PERFORMANCE MARKETING

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



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FMCG



Original & Best
Romany Creams®

Mint Choc

CHOC COCONUT BISCUITS
MINT FLAVOURED

BOLACHAS DE CHOCOLATE E COCO COM SABOR A MENTA

200 g (7.05 oz)
SERVING SUGGESTION



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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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MULTIGRAIN NUTRIENT DENSE HIGH ENERGY FOOD



GENESIS™

HIGH ENERGY FOOD

FORMULATED WITH ORGANIC SELENIUM

HIGH IN

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

CONTAINS

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

FREE FROM GLUTEN, WHEAT, LACTOSE

500g

ADVANCED SLOW ENERGY RELEASE FORMULA

Typical Nutritional Information

NUTRIENT	Per 100g	Per 50g	Per 10g
Energy	1570	785	157
Fibre	18.0	9.0	1.8
Protein	18.0	9.0	1.8
Carbohydrate	78.0	39.0	7.8
Sugars	1.0	0.5	0.1
Fat	1.0	0.5	0.1
Sodium	1.0	0.5	0.1
Calcium	1.0	0.5	0.1
Iron	1.0	0.5	0.1
Zinc	1.0	0.5	0.1
Vitamin C	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 B9	1.0	0.5	0.1
Vitamin B12	1.0	0.5	0.1
Vitamin E	1.0	0.5	0.1
Vitamin K	1.0	0.5	0.1
Calcium	1.0	0.5	0.1
Iron	1.0	0.5	0.1
Zinc	1.0	0.5	0.1
Copper	1.0	0.5	0.1
Magnesium	1.0	0.5	0.1
Phosphorus	1.0	0.5	0.1
Potassium	1.0	0.5	0.1
Selenium	1.0	0.5	0.1
Sulphur	1.0	0.5	0.1
Chloride	1.0	0.5	0.1
Fluoride	1.0	0.5	0.1
Iodine	1.0	0.5	0.1
Vanadium	1.0	0.5	0.1
Cobalt	1.0	0.5	0.1
Manganese	1.0	0.5	0.1
Nickel	1.0	0.5	0.1
Silicon	1.0	0.5	0.1
Aluminium	1.0	0.5	0.1
Boron	1.0	0.5	0.1
Lithium	1.0	0.5	0.1
Sodium	1.0	0.5	0.1
Potassium	1.0	0.5	0.1
Calcium	1.0	0.5	0.1
Iron	1.0	0.5	0.1
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Lithium	1.0	0.5	0.1

INGREDIENTS: SmartMix™ (Whole Malt Flour, Non-GMO Flaxseed, Whole Soy Bean Flour, Non-GMO, Inulin, Vegetable Oil (Sunflower), Sweet Palm Mesquite, Soy Lecithin (SP-Non-GMO), Lecithin (Soy Non-GMO), Inulin, Salt, Flavouring, Natural Coconut).

MOISTURE: Free extract stevia and stevia.

VITAMINS: Vitamin A (A2), Vitamin B Complex (B1, B2, B3, B5, B6, B9, B12), Vitamin C, Vitamin E, Vitamin K, Vitamin B12, Vitamin B9, Vitamin B6, Vitamin B3, Vitamin B2, Vitamin A.

MINERALS: Calcium (Calcium Carbonate), Potassium (Potassium Iodide), Iron (Iron Bisphosphate), Selenium (Selenium Selenite), Zinc (Zinc Sulphate).

Sources of Protein: Whole Malt Flour, Whole Soy Bean Flour, Flax Seed.

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
16-18	50g-75g	4-6
19-24	75g-90g	7-11

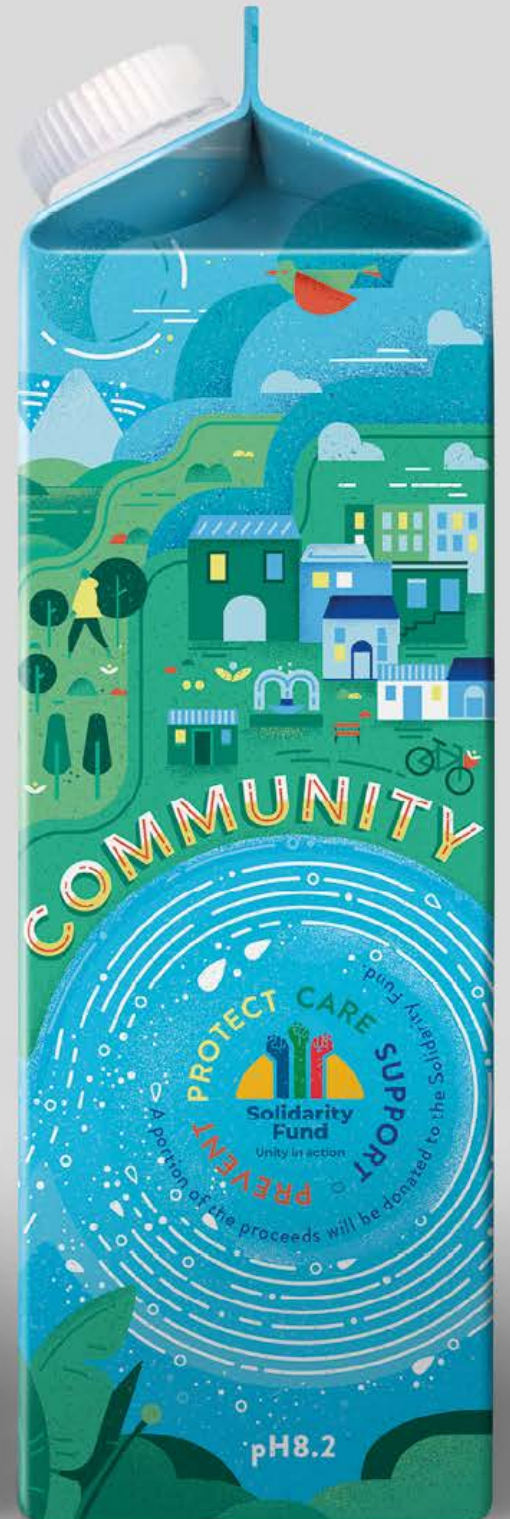
For more delicious smoothie recipes, visit www.genesisfood.com



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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.





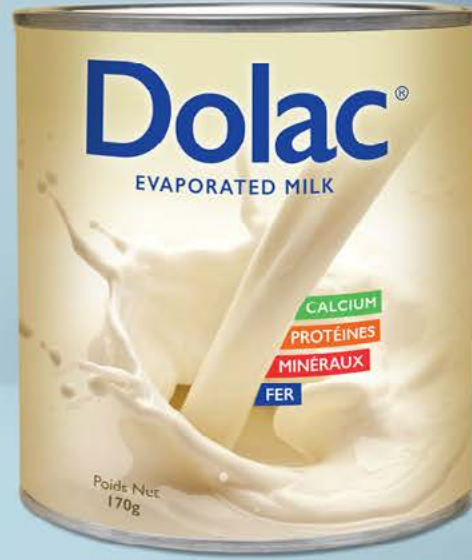














**COSMETICS,
FRAGRANCES &
PERSONAL CARE**

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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



SPRITZ
ALL DAY. YOUR WAY.



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COSMETICS, FRAGRANCES & PERSONAL CARE









ALCOHOL





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ALCOHOL









1829 43% 750ml | B4521
PRODUCED AND BOTTLED IN IRELAND

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

IRISH TRUE

1829 43% 750ml | B4521
PRODUCED AND BOTTLED IN IRELAND

D.E.W.

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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

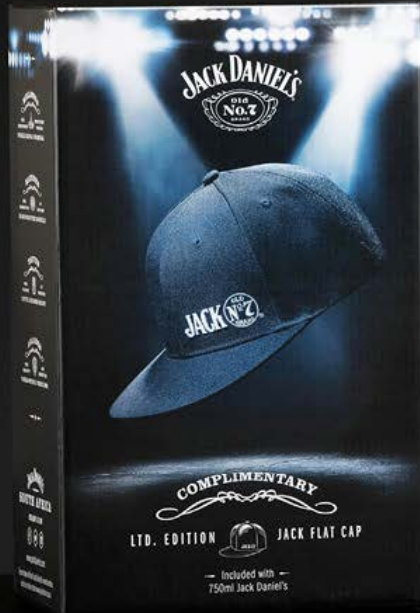
COCKTAIL RECIPE

INGREDIENTS

- 50ML TULLAMORE D.E.W. IRISH WHISKEY
- 100ML TONIC WATER
- 10ML LIME JUICE
- 10ML SUGAR SYRUP
- 10ML GINGER BEER
- 10ML CUCUMBER SYRUP
- 10ML MINT LEAVES
- 10ML CUCUMBER SLICES
- 10ML LIME SLICES
- Serve with a glass ball top and the brand's ready you can make.

GRAIN, MALT & POT STILL
Triple
BLENDED
FOR CHARACTER





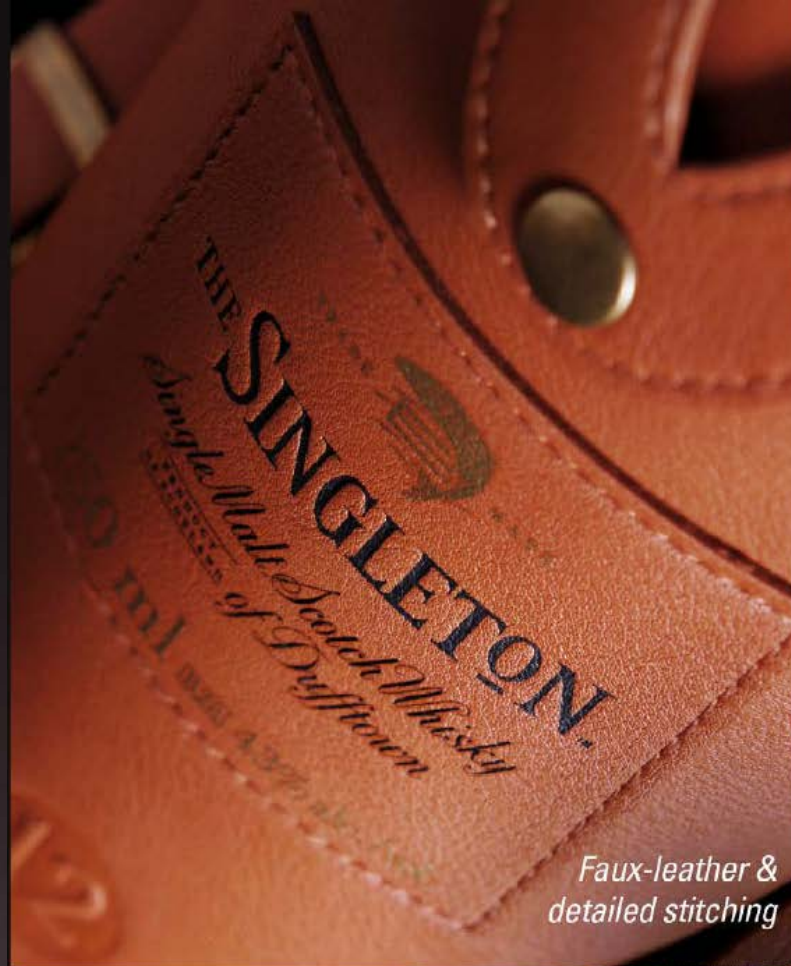
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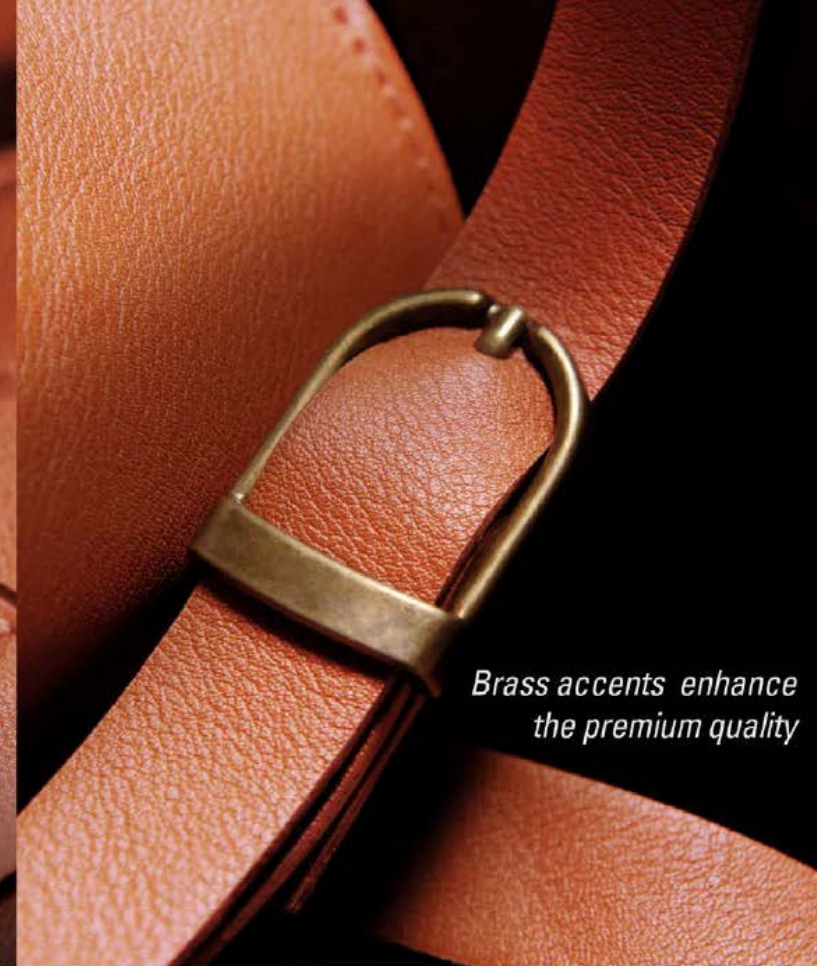


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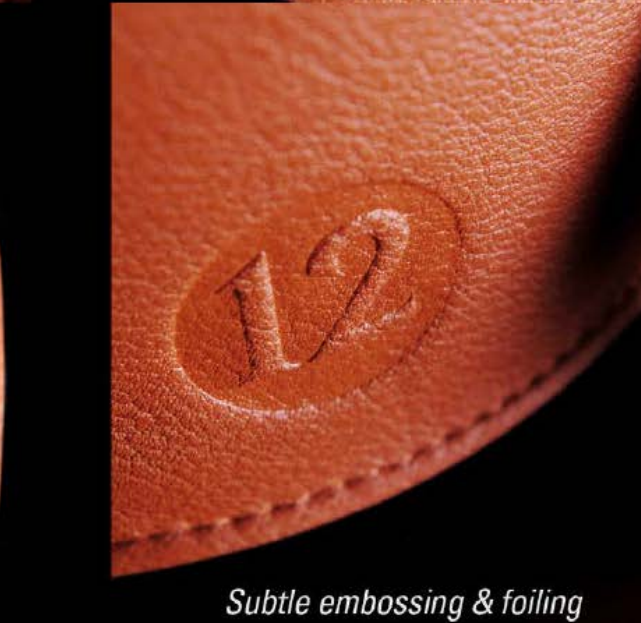
Faux-leather & detailed stitching



Brass accents enhance the premium quality



The brand's icon, a salmon



Subtle embossing & foiling

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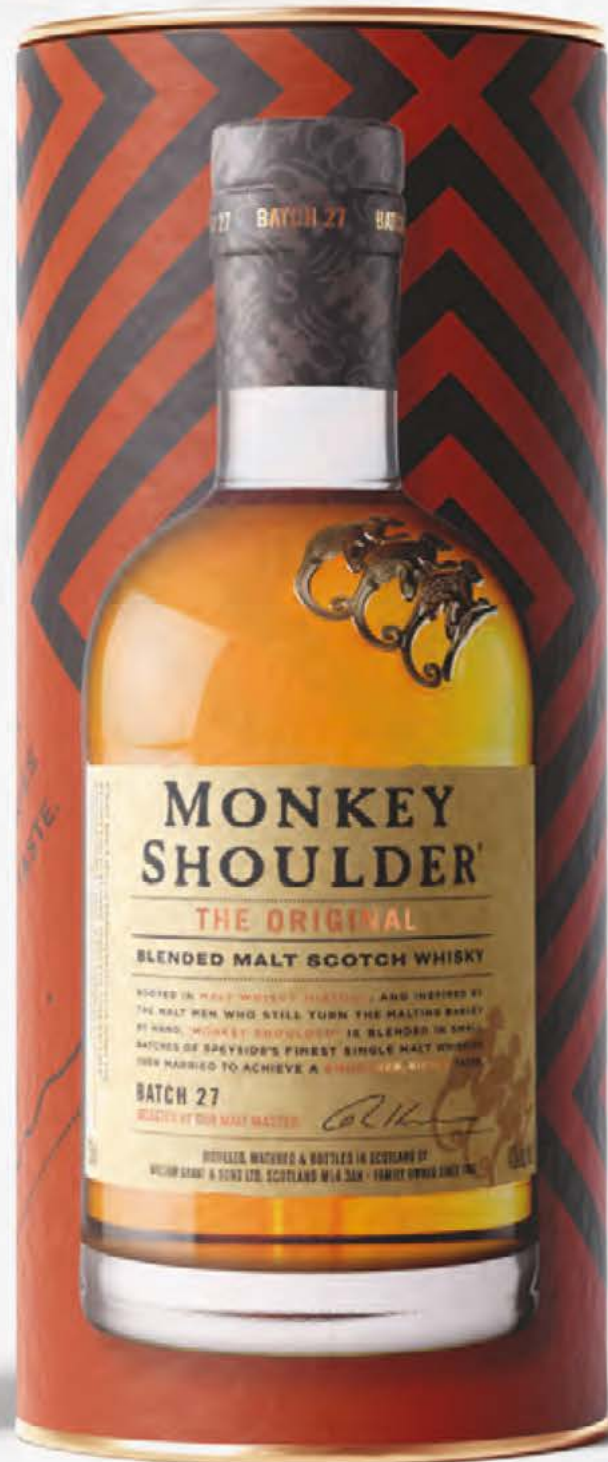
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CIGARETTES



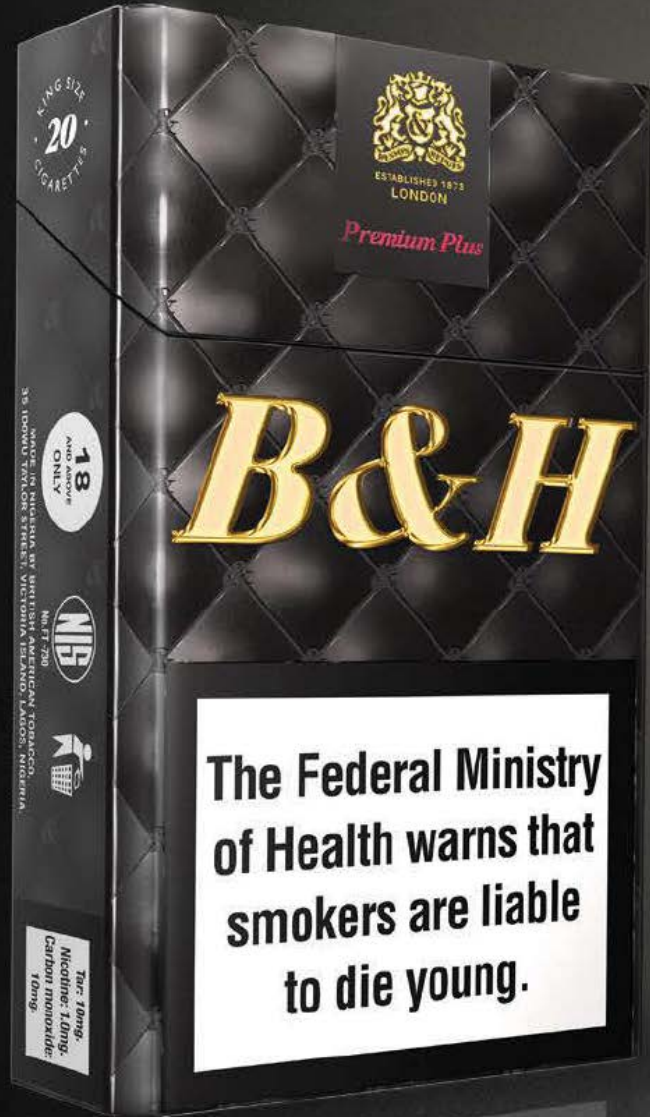
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CIGARETTES



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CIGARETTES



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

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CIGARETTES

EXPERIENCE
YOUR FLAVOUR
MOMENTS



IGNITE
YOUR
LEGACY

R35 PER PACK



MADE IN AFRICA



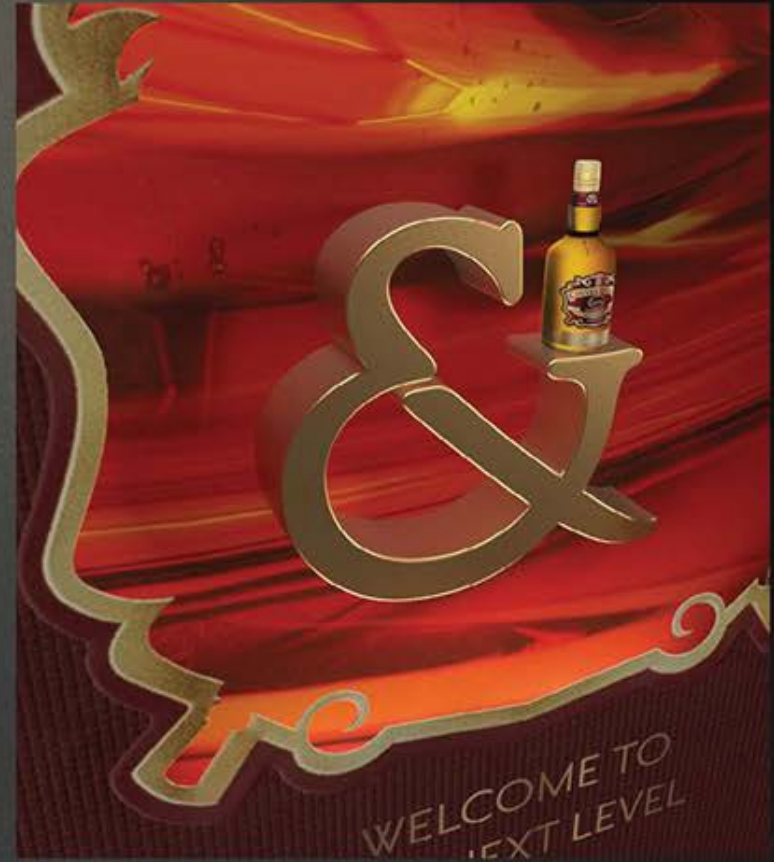
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CIGARETTES



TRADE PRESENTERS AND POS













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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 is no different when it comes to our jams and marmalades - each of the many varieties is harvested at its 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.



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THANK
YOU.

