

Picked with Passion

Gåshaga Gourmet is a well-renowned importer of delicacies and has successfully taken many brands to the Swedish market. When they decided to take all that experience and develop their own brand, the founders Fredric and Lotta Ankarerona came to us for help.

Their ambition was to produce top quality products in collaboration with carefully selected farms, known to put lots of love and care into the production and only using the best local ingredients. The brand would stand for passion, craftsmanship and authenticity, but also have an aspiration to always add something new or different. In close collaboration with Fredric and Lotta we have developed a brand platform and a graphic identity for the brand, which we named Picked with Passion.

For the design profile we wanted to create a clash between the traditional and the innovative and also communicate a feeling of carefully selected products and craftsmanship. To the tight, stylish typography, we added illustrations that tells a story and highlights the brand's distinguishing characteristics in an exciting way. The pattern is a world of its own, made up of hand-picked items – all with some connection to the farms, plant kingdom, animals and nature. The consumer becomes included in our visual story, where you will find new details the more you look at it.

The initial launch included jams, jelly, caramels and caramel sauce.

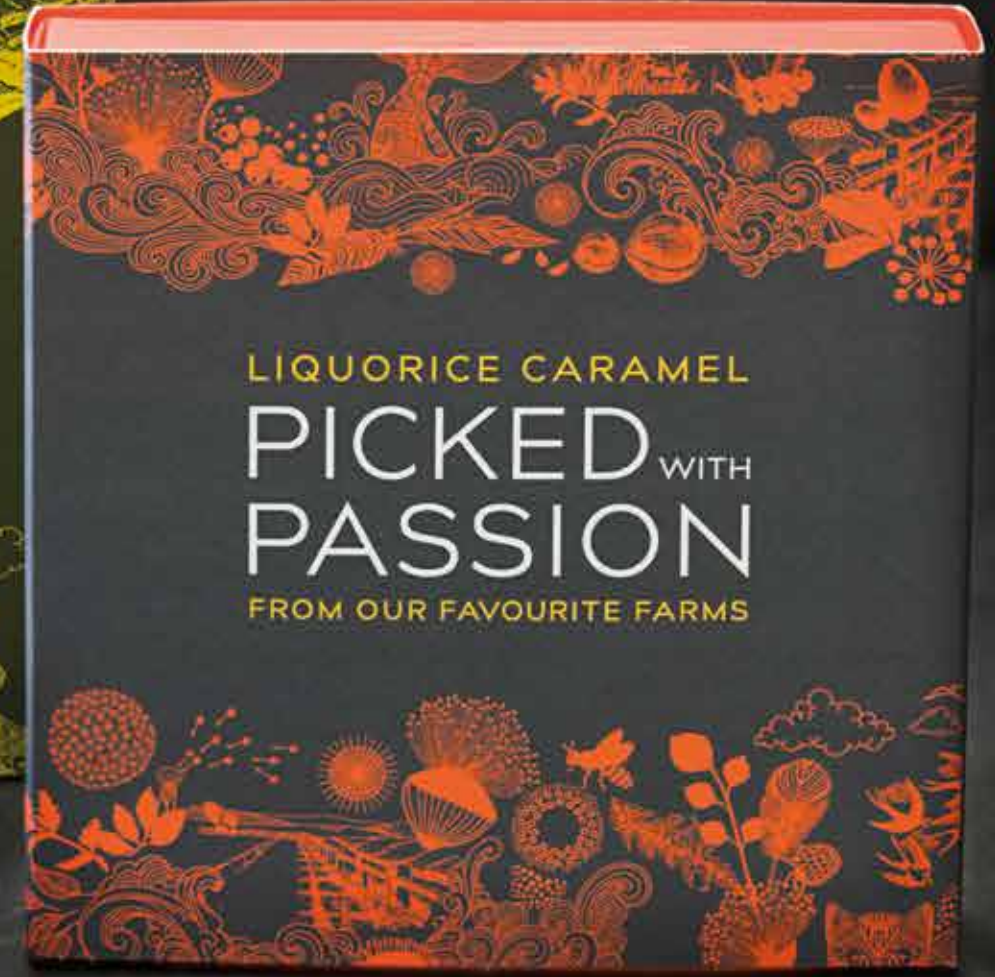
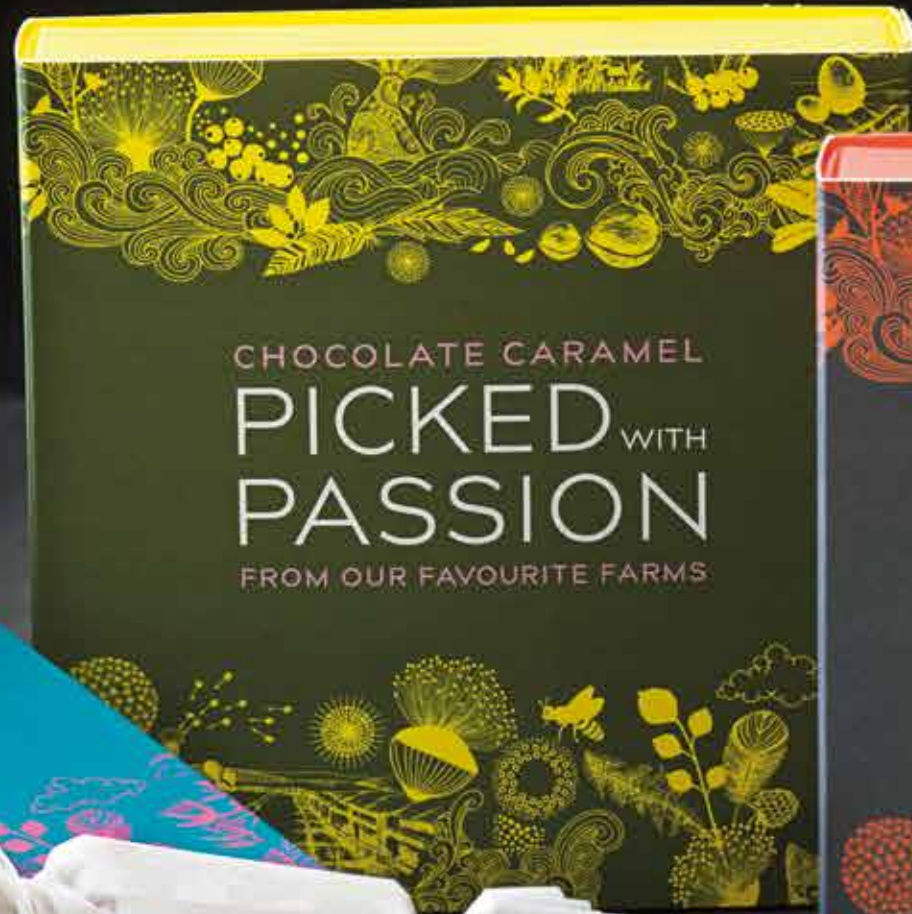


CLIENT: GÅSHAGA GOURMET
AGENCY: WDW CREATIVE



STRAWBERRY JAM
PICKED WITH
PASSION
FROM OUR FAVOURITE FARMS

APRICOT JAM
PICKED
PASSION





PICKED WITH PASSION

BLACKCURRANT ARMAGNAC JELLY
PICKED WITH PASSION
FROM OUR FAVOURITE FARMS

REDCURRANT PORT JELLY
PICKED WITH PASSION
FROM OUR FAVOURITE FARMS

APPLE MINT JELLY
PICKED WITH PASSION
FROM OUR FAVOURITE FARMS

PICKED WITH PASSION

APPLE CALVADOS JELLY
PICKED WITH PASSION
FROM OUR FAVOURITE FARMS