

Communication Arts

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Exhibit

Jake's Barbecue Sauce packaging

"In the vast array of barbecue sauce brands on the shelf, Jake's was one of many niche brands getting lost in the visual clutter," stated David Kendall, creative director. "After an in-depth shelf audit and creative exploration, we created a packaging program that successfully repositioned the product line as a unique, and tasty, alternative to the many mass-market sauces on the shelf. The rustic textures, weathered typography and rich illustrations of the natural ingredients emphasized the authentic origins, the award-winning recipe and the personal, hand-crafted nature of the sauce."

Kendall Ross Brand Development & Design (Seattle, WA), design firm; Jake's Gourmet Sauces, client.

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