

From Brand Packaging®, April 2004

### Shape, Texture and Label Boost Juice's Sensory Appeal

With a glut of beverage products battling for market share, the edge may go to brands that do the best job of marketing their enjoyment aspects rather than functional benefits.

Dream Foods International follows this approach with Volcano Lemon Burst Sicilian Organic Lemon Juice with Lemon Oil. The product carries multiple healthful benefits—it's organic and contains no chemicals or preservatives. But packaging for this product, which can be used as a recipe component, focuses on the enjoyment in drinking the juice.

The juice comes in a squeezable plastic container. The yellow bottle, textured surface and green cap give the appearance of a lemon. The container holds 6.7 ounces of juice.

The inside of the cap contains lemon oil that flows out when the juice is squeezed through for a "burst of flavor."

The enjoyment factor carries over to the lemon-shaped label, which contains the "romance copy" for the brand. Text states, "Taste the flavor of Sicily in all your recipes! Enjoy the perfume of Lemon Volcano Burst."

Food and beverage marketers could adapt this "burst of flavor" packaging concept to suit a number of products.

