

# ADVENT SAUSAGE

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## Properties list:

- new product
- single product
- end-user packaging
- information about use
- fish and meat
- dispensing systems
- pouch
- minimal
- contemporary
- plastics
- unusual visual association
- transparent
- identity by shape

The challenge was to increase the sales of Koenecke (a famous German meat and sausage producer), especially in the wintertime. As solution a special advent calendar was created that was made of a salami sausage-packaging with 24 indications to cut off a delicious slice every day.

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**Reference:** <http://en.red-dot.org/2119+M5894bfb4867.html>

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## Credits:

**Country:** Germany

**Year:** 2007

**Agency:** Butter

**Award:** Red Dot Award "Communication Design",  
2008

Other images: