# FRESH & EASY KIDS CEREALS



## Properties list:

end-user packaging range of products new product pasta, rice and grains folding carton cardboard and paper playful contemporary photo to describe illustrated character kids toy packaging

International Design Consultancy P&W has designed a new range of Kids? cereals for Te sco?s fast-growing US chain Fresh & Easy Neighborhood Market. The three-strong range, Co okie Bites, Cocoa Sharks and Apple & Cinnamon Smiles, is designed to achieve cutthrough in a category replete with bright colors, artificial flavors and cartoon characters. P&W says: ?We are very proud of the new Fresh & Easy Kids? cereals range. There is so much choice within breakfast cereals in the USA, that it can be fairly bewildering for parents who just want to give their children a nutritious start to the day. Our work with Fresh & Easy has been all about helping US consumers to choose top-quality products. To come up with a set of designs that not only stand out at the fixture but also use the whole of the pack to add a real sense of fun to compete with the brands, is testament to the insight and ability of our design team.?

#### Reference:

### Credits:

Country: United States of America

**Year:** 2010

Agency: P&W Design Consultants

User: Tesco

## Other images:

