



## Properties list:

end-user packaging  
range of products  
new product  
sachet  
pouch  
folding carton  
flow-pack  
flacon  
plastics  
cardboard and paper  
well-being  
contemporary  
glossy  
photo to describe  
identity by photo  
identity by colour

The bottle Barilla is taking to the Oscars belongs to a range of packaging devised for a new brand of functional foods rich in essential active nutrients essential for key bodily functions: Alixir. The bottle's shape for example is inspired by "elixir" flacons used in the past and alludes to the benefits of the drink inside. The packaging designer's aim was to maximize shelf impact, conveying distinctiveness and value via an innovative graphical solution for food products. The containers also ensure the products are recognizable and encourage daily consumption of the same (as part of an easy to adopt food programme) due to use of structural packaging directly ascribable to single product categories.

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Reference: [ItaliaImballaggio, n° 3 - March 2008](#)

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## Credits:

**Country:** Italy

**Year:** 2007

**Agency:** William Murrey Hamm

**User:** Barilla

**Designer:** Richard Williams

**Award:** Oscar

dell'Imballaggio - Sezione Speciale Comunicazione, 2008

Other images:

