

# FRUTA DEL DIABLO

---

## Properties list:

- new product
- labels and sleeves
- sauces and seasonings
- jar and pot
- metals
- glass and ceramics
- transgressive
- ironic
- end-user packaging
- range of products
- unusual visual association
- illustrated character
- identity by illustration



From [Moxie Sozo](http://www.moxieso.com) website: "There are a wide variety of salsas in the marketplace, with offerings from small start-ups and international corporations alike vying for consumer dollars. Moxie Sozo wanted to create salsa packaging for Fruta Del Diablo that would distinguish it from everything else on the shelf and establish credibility for an unknown brand. By using hand-drawn illustrations inspired by the woodcuts of Mexican artist Jose Guadalupe Posada, we were able to lend authenticity to the salsa while reinforcing the product's heritage in traditional Mexican cuisine."

---

Reference: <http://www.moxieso.com/index.php?t=feature&id=37&type=>

---

## Credits:

**Country:** Colorado

**Agency:** Moixe Sozo

Other images:

