

# ELSA'S STORY

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## Properties list:

end-user packaging  
new product  
range of products  
snacks  
confectionery and sweetness  
folding carton  
cardboard and paper  
contemporary  
opaque  
photo to describe  
identity by photo



From [Neogroup](http://neogroup.co.il/) (design agency) website: "Elsa's Story sends you back to the time and place when you were young and carefree; when time was unspoken and tastes were simple. It is about a memory, a hint of nostalgia, captured in the scents and tastes of warm cookies baking in the oven, summer evenings and innocence of childhood. Elsa's kitchen was always open, her recipes remaining a well kept secret. She was a mystery in her time and has become a legend in our collective memories. Elsa's heritage is now relived through the goodness of quality ingredients and care that remind us of taste long forgotten. "

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Reference: <http://neogroup.co.il/>

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Credits:

Country: Israel

Other images:

