LEWHIF

Properties list:

unit dose packaging
ready to use
disposable packaging
product accessibility
end-user packaging
single product
new product
snacks
chocolate
confectionery and sweetness
dispensing systems
pouch
aerosol spray can
plastics
high-tech
unusual structural association
metallescent
identity by shape
identity by packing process
identity by typography
limited edition packaging

Le Whif is a revolutionary new way of eating chocolate - by breathing it! Imagine, chocolate without the calories. Be the first to try inhaled chocolate when Le Whif goes on sale later this month in four luscious avors: mint chocolate, raspberry chocolate, mango chocolate, and plain chocolate. The culinary possibilities of whiffing will be revealed during the year-long Le Whif World Tour. First, there was the launch party in Paris on April 29, and next Le Whif will be presented at the Majestic Beach during the Cannes Film Festival 2009, in association with ADR Productions.
Lewif means exactly what it sounds: a whiff of chocolate taste that is literally sprayed into your mouth. The object is a plastic tube that adapt to your mouth. All you have to do is breathe and you will get this chocolate avor all over your mouth. Interesting from a research point of view, but certainly not from an eco point of view.

Reference: http://www.lewhif.com, http://www.weheartstuff.co.uk/?p=630

Credits:

Country: USA
Year: 2008

Designer: David Edwards

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1483

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1483