# ASKINOSIE CHOCOLATE

Elementeleven: "The overwhelming burden of being a high-profile defense attorney drove Shawn Askinosie to drop his legal bar and pick up chocolate bars. Without a doubt, one of the most recognized single-origin, bean-to-bar chocolate companies in the country, if not the world. From the beginning, we assisted Shawn with developing his socially-responsible brand, award winning & internationally recognized package designs and extensive commerce website. We love Askinosie and everything he does."

Properties list:

packaging as a new medium
information about content
information accessibility
end-user packaging
range of products
extra-use of packaging
new product
chocolate
labels and sleeves
tube
sachet
folding carton
box
bag
cardboard and paper
historical, traditional
hand-made
identity by typography
identity by illustration
identity by colour

Reference: http://www.askinosie.com/

Credits:

**Country:** USA
**Agency:** Element Eleven

**Designer:** K. Sacci in collaboration with Element Eleven

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