CAFE AU LAIT

Properties list:

other shapes
plastics
cardboard and paper
playful
ironic
contemporary
identity by shape
identity by illustration
identity by system of colour
identity by textures and patterns
milk
new product
range of products
end-user packaging

By W. David Marx : -A standout in Japanese beverages with actual milk is Glico's Cafe au Lait (Cafe Ole), which is made up of half milk, half coffee and lots and lots of sugar. The retro-designed, cylindrical packaging was such a great product innovation that it only made sense to produce more flavors. So Glico recently added a few more treats to its arsenal: a Mattcha au Lait (Green Tea Milk) and a Banana au Lait.
The most unusual of the line-up, we went with the Banana au Lait. The drink is a bit of a stretch from the series' basic idea of "caffeinated afternoon beverage plus milk" but the combination is a winner. With just one percent real fruit juice, Banana au Lait manages to taste like a thick banana smoothie. It's definitely on the sweet side, but the mellow banana somehow makes this feel nutritious rather than teeth-rotting.

Reference: http://cafe-ole.jp/

Credits:

Country: Japan
Year: 2010
User: Glico Dairy

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