SOSO FACTORY

Properties list:

product accessibility
end-user packaging
range of products
new product
other food
plastics
cardboard and paper
folding carton
other shapes
dispensing systems
contemporary
identity by shape
identity by typography
identity by system of colour

?The client was looking for a distinguishing packaging that would change the current re ference in the delicatessen shelves. The salt comes from a salt mine right next to a nature reserve in Santiago de la Ribera, Spain. An egg is the perfect container, its own shell is the packaging, it was decided that the shape of the egg would be reproduced for the product container and salt cellar.
Soso has different types of salt to cook with different flavours; the colour of each egg relates to its flavour. The project and the brand were named SOSO, which means ?lacking sa lt or short of salt? in Spanish.
The whole project was developed within a 150 km-radius, this way the manufacturing environmental impact was significantly reduced.?

Reference: http://www.eduardodelfraile.com/#

Credits:

Country: Spain

Designer: Eduardo Del Fraile

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