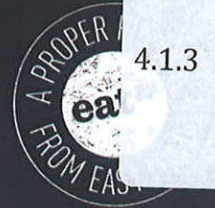


eat¹⁷

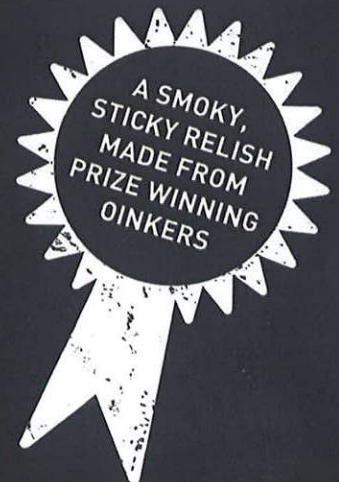
BACON JAM



Is it a **jam**, a **spread** or a **relish**?

ALL THREE...

jam it on some cheese,
SPREAD IT ON CRUSTY BREAD
or relish it by the spoonful
FROM THE JAR.



PROJECT TITLE:
EAT 17 BACON JAM

CLIENT COMPANY:
Eat 17

CATEGORY:
Packaging

DESIGN CONSULTANCY:
Together Design

SUB-CATEGORY:
4.1 Branded - Food

CURRENT DATE:
28th June 2013

EXECUTIVE SUMMARY

In September 2012, bistro Eat 17 began preserving its signature burger topping and selling it to restaurant customers. The restaurant team wanted to explore the wider market potential for the product and needed to attract national distributors and supermarket multiples to make it available across the UK.

Eat 17 Bacon Jam is an unfamiliar product, its tiny jar makes it hard to stand out, and its speciality ingredients command a premium price. A redesign was required to position it as a high quality, artisan product, and help both trade buyers and end consumers to understand it.

Its versatility was also an opportunity to compete in multiple markets: in delis and supermarkets, and as an ingredient, a condiment and even a gift product. Another opportunity would be the development of variant flavours. The design needed to help build the brand for the future.

The solution was a clever combination of messaging and distinctive graphics that works on both a functional and an emotional level. The design focuses on the product's roots, its quality, and the quirkiness of a preserve that contains meat. Presentation materials for the trade audience were as important as the label design to tell the story.

Designs were created in time for a pitch to Tesco, which subsequently listed the product. Further orders were established from Booths Supermarkets and Waitrose, and orders increased two-fold from farm shop distributor Cotswold Fayre. In the press, Eat 17 Bacon Jam was featured as a desirable gift product, featured by Stylist magazine and Vogue.

As a result, there was a 250% uplift in sales in the 10 months following the launch of the new designs, compared to the previous 10 months of trading. Turnover increased by £66,000 and the project represented a return on investment of 120%, with sales continuing to soar.

300 words

250% uplift in sales over 10 months

ROI of 120%

“The design has been crucial to our continual growth. Not only have sales improved, but we gained listings with large multiples that previously wouldn’t give us the time of day. We owe lots of our success to Together Design.”

JAMES BRUNDLE,
OWNER, EAT 17

Project overview



FROM LEFT: SIOBHAN, DANIEL, CHRIS AND JAMES.

OUTLINE OF PROJECT BRIEF

Owners of East London bistro Eat 17 came to us with their newly launched product: Eat 17 Bacon Jam. Sold in small quantities to their restaurant customers, it had been greeted with huge enthusiasm and demand locally in Walthamstow. The restaurant team knew they had created something special and different, and suspected that there could be a much bigger market for the product. They needed to catch the interest of national distributors, supermarket multiples, and the wider consumer market, to enable growth.

The challenge was that Eat 17 Bacon Jam is an unusual product. It doesn't fit neatly into one particular food category, and so good messaging would be key. The jar is smaller than most condiments meaning that there was only a small label space to play with, and retailing at between £2.99 and £4.50 for 110g, it would need to stand up as a premium product.

Our brief was to create packaging, POS, website and presentation materials to help people understand the product, engage with the brand, and exploit its versatility.

The business objectives were around maximising growth:

- To gain a listing by a supermarket multiple
- To improve distribution to independent farmshops and delis
- To maximise markets by competing in multiple categories: condiment, ingredient, and speciality food/gift

The design objectives were:

- To make sense of an unusual product and celebrate its points of difference
- To position the product as premium and artisan with gift potential
- To ensure shelf presence to compete in a supermarket environment

DESCRIPTION

Eat 17 is a family-run bistro in Walthamstow, East London, founded by Chef Chris O'Connor together with his brother Daniel, partner Siobhan and step brother James Brundle. In developing his Bistro menu, Chris combined the smoked bacon and onion topping of the restaurant's signature burger into one relish and created a new topping. Customers began to ask Chris if he could bottle it so that they could take some home. When the first 100 jars sold out in just two days, Chris and the team started to think about its market potential.

Eat 17 Bacon Jam is a versatile, umami-packed relish which works as a snack, paired with crusty bread, cheese or crackers, as well as being the perfect addition to a burger, base for a canapé or secret ingredient for stews, pies and casseroles.

The ingredients that give the relish its signature sweet, spicy, salty depth are award-winning Den Hay smoked bacon, coffee, lemon juice, bourbon, fresh garlic and rosemary — all British ingredients (apart from the bourbon and coffee) with no artificial flavours or ingredients.

“Eat 17 Bacon Jam is a versatile, umami-packed relish.”

CHRIS O'CONNOR,
OWNER/CHEF, EAT 17



£10,000
design budget

New design on shelf
August 2012

OVERVIEW OF MARKET

Bacon Jam is an unusual product. In the UK, very few condiments contain meat. It's also a versatile product that doesn't neatly fit into any one food category, meaning it isn't clear-cut where it should be located in store, or which market it is really competing in.

Within each of the food categories where it has most potential – condiments, ingredients and speciality food – competition is intense among numerous suppliers, big and small. Major FMCG brands like Heinz and Branston are able to diversify with huge ranges of products backed by market intelligence and marketing budgets, while a multitude of small producers vie for distribution.

Our challenge was to make sense of this newcomer to the market.

PROJECT LAUNCH DATE

A small number of mocked up jars were produced along with presentation materials for our client to take to meetings with buyers and distributors in June 2012. The new label design went into production in July 2012 and was on shelf by August 2012.

SIZE OF DESIGN BUDGET

The design budget was £10,000.



OUTLINE OF DESIGN SOLUTION

The design team worked closely with the client to explore and define the product proposition and design objectives. The design needed the versatility to compete in delis and supermarkets, and to be credible in multiple categories: condiments, cooking ingredients, and speciality foods with potential for gifting. Most of all, we needed to tell a story.

Our approach was a clever combination of messaging and distinctive graphics that works on both a functional and an emotional level, all in a small space.

The immediate focus was on the wholesale market: national distributors and supermarket buyers. We needed to mock up some jars with a new look label, and presentation materials, for the Eat 17 team to take with them to meetings. The project also included a web page, trade advertisement, and POS.

We made the name of the product as large as possible in white against black for maximum stand out



ACTUAL SIZE



LABEL ARTWORK AT ACTUAL SIZE

183mm



COMMUNICATING THE USP

We developed a proposition statement for use in presentations, ads, online and on-pack which celebrates the quirky nature of the product, teasing: 'Is it a jam, a spread or a relish?'. This immediately confronted the issues around categorization and the potential for versatility.

The 'bacon' message was essential as this is the surprise ingredient. This was reinforced in a number of ways: the large name of the product, the large pig silhouette, the hammy pink colour, a rosette on the pig with the words 'From Prize winning Oinkers' and extra text on the side of the jar reassuring customers that the product is 'Made in the UK using Denhay's award winning dry cured bacon'.



ENSURING SHELF PRESENCE IN SUPERMARKETS

We made the name of the product as large as possible in white against black for maximum stand out in a busy supermarket environment. The distinctive pink background colour comes into its own in merchandising with large numbers of jars. Messaging on the top of the jar maximises the opportunity for communication and is re-used as a brand mark.

TELLING THE ARTISAN STORY

The brand story was communicated through hard messages and softer design and tonal cues. The typography has an artisan feel, with a woodcut texture to the black pig. Care was taken to develop an engaging tone of voice suited to the young artisan creators of Eat 17 Bacon Jam, and to celebrate its East London routes: 'A proper pig-out from East London'. The intention was to evoke a strong sense of individual personality and artisan quality, without alienating mass market customers.



VERSATILITY TO COMPETE IN MULTIPLE CATEGORIES

The label design works in a busy supermarket environment, but also has credibility as a speciality food product suited to the delis and farm-shops and more upmarket food halls such as Selfridges. The overall feel is foodie, modern and stylish. A colour palette was created for variant flavours to create potential for gift merchandising ie three jars in a pack.

469 words



TELLING THE STORY: ADVERTISEMENT AND LISTING IN COTSWOLD FAYRE WHOLESALE CATALOGUE



TELLING THE STORY: POINT OF SALE SIGNAGE

eat¹⁷ BACON JAM



Is it a **jam**, a **spread** or a **relish**?

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FROM THE JAR.



Waitrose Presentation
20th February 2013

eat¹⁷ BACON JAM



The possibilities are endless...



TELLING THE STORY:
POWERPOINT PRESENTATION
FOR WAITROSE

Summary of results

New listings at Tesco, Waitrose and Booths supermarkets



“Bought this for my boyfriend and he loves it.”



“We bought this for my brother – he loves weird food!! He really likes the BaCon JaM!!!”

GIFT CUSTOMERS
WWW.AMAZON.CO.UK

“We got some big hits with the new packaging.”

GEMMA WENT
PR CONSULTANT

INCREASE IN DISTRIBUTION

Following the redesign, Eat 17 Bacon Jam has successfully competed in both delis and farmshops as well as supermarkets. The product was stocked by Tesco, Waitrose and Booths supermarkets and it became the 8th best-selling line by farm shop distributor Cotswold Fayre. The design was cited by buyers as a significant factor.

Karen Patient, Regional Account Manager, Cotswold Fayre sent Eat 17 a message to say “Just a quick line to say how great the new packaging is and some feedback from customers. As you know I have a good distribution of your range and so far the customers have all really liked the new labelling, it stands out really well on shelf and maintains the USP. Quirky and different, great visual.”

Peaks in sales to retailers such as Amazon and Cotswold Fayre (delis and farm shops) in December demonstrated its success as a seasonal Christmas purchase, particularly as a stocking filler for men.

IMPROVED QUALITY OF PRESS COVERAGE

Press coverage was maximised with the new design, particularly in the consumer press. The product was successfully embraced as a gift item for Christmas and even Valentines day, and was featured by Vogue magazine and Stylist magazine in their line ups of ‘treats’. Other coverage with the new design included: Metro, Evening Standard, Olive, The Times, Telegraph Magazine, FHM. This was relevant not only for the consumer audience but for the trade buyers too.

 <p>SUNBURST Clats's Beach Hut is probably the fiercest metallic orange we've seen (£18, clats.co.uk)</p>	 <p>POWER PIECE Saffridges' new Destination Denim is jeans Heaven. We love Hudson by LeeLoo (£245, 0800-322-4402)</p>	 <p>CITY HEAT Molton Brown's Londonium fragrance is an unusual mix of whisky and Juniper (£79, moltonbrown.co.uk)</p>	 <p>SPELL IT OUT! Rob Ryan's new Alphabet bags are a whimsical way to carry your own spell (£16, alphabetbags.com)</p>	 <p>WELL SERVED Dunlop's Biomimetic 500 Lite tennis racket will be the envy of the court (£58, amazon.co.uk)</p>
 <p>BIG LAUGHS Quirky, endearing and very funny. Zoëy Deschanel's sitcom New Girl is a hit (£14, hmv.com)</p>	 <p>CROWNING GLORY Rahua's lightweight mask uses Amazonian oils to add invisible shine to dull hair (£47, urbanrepublic.co.uk)</p>	 <p>SAVOURY SPREAD Weird but definitely wonderful, we've fallen for this baconjam. No, really (£2.99, lescos.co.uk)</p>	 <p>OLD ROMANTIC This locket looks as if it could be from your great aunt's jewellery box (£625, pearlindqweir.com)</p>	 <p>PLAY IT BY EAR Inspired by Hokyo design, Philips' Shibuya Citacape headphones are super slick (£45, philips.com)</p>
 <p>TEA FOR TWO If it involves both cats and cake, we're pretty much sold. Just add Battenbergs (£50, habesastic.co.uk)</p>	 <p>COLOR FLASH This vivid pink pencil skirt will look fabulous with grey boots now and next season (£45, monsoon.co.uk)</p>	 <p>PROTEST SONGS Plan B's highly anticipated album Manors is a startlingly brilliant third offering (£29.99, amazon.co.uk)</p>	 <p>DROP CALL Wild & Wolf's diner phone is a little piece of retro satisfaction (£89.95, wildandwolf.com)</p>	 <p>BIN IT We think your loaf deserves a chic home. Enter Vesco's spherical bread bin (£69.95, iggicgg.com)</p>

STYLIST.CO.UK 7

FEATURED IN
STYLIST MAGAZINE

Vogue Treats

Eighteen delightfully diverting extras. What will you indulge in this month?

 <p>PORCELAIN FRAME SUNGLASSES \$350. A-MORRIS, AT LIBERTY.CO.UK</p>	 <p>CITY GUIDES \$22 EACH. AT LOUISVUITTON.COM</p>		
 <p>HEART STICKERS \$1.50. AT OURLONDON.COM</p>	 <p>CANVAS AND LEATHER TOTE \$190. AT ANYAHINDMARCH.COM</p>	 <p>BEST DISCO QUEEN BY TRACEY THORN (GITTLE, BROWN, \$37)</p>	 <p>PAVILLON HELMET \$550. LES ATELIERS RUBY. AT CONRANSHOP.CO.UK</p>
 <p>CASHMERE BLANKET \$390. CROW. AT STUDIOCROWWORDPRESS.COM</p>	 <p>LE ROUGE LIPSTICK IN A LEATHER CASE \$74. AT GIVENCHY.COM</p>	 <p>RUBY AND DIAMOND NECKLACE \$940 FOR NINE PIERCE. SILLIEN CZECH. FOR HEADHAM KIRCHHOFF. AT CELESTINE-11</p>	 <p>BACON JAM \$4.49. EAT 17. AT ESCO.COM</p>
 <p>CONSTELLATION PHONE IN PYTHON \$5,700. AT VERLUX.COM</p>	 <p>LEATHER SANDALS \$530. LAURENCE DACADE. AT BROWNSASHION.COM</p>	 <p>GIRLS: THE COMPLETE FIRST SEASON DVD \$25. AT HBO.COM</p>	 <p>ROLLER-SKATE DOORSTOP \$82. AT ARI-AWARE.COM</p>
 <p>COTTON PYJAMAS \$100. AT POPIN.CO.UK</p>	 <p>BONE CHINA PLATE WITH GOLD GILDING \$68. AT MRASANTO.COM</p>	 <p>JOUR D'HERMÈS EAU DE PARFUM \$91. AT HARRODS.COM</p>	 <p>DARJEELING FIRST FLUSH TEA \$13. AT POSTCARDS4U.COM</p>

JANE PITHON: NET IMAGES

FEATURED IN
VOGUE MAGAZINE

An eating revolution that's bringing home the bacon

Oscar Williams-Grut

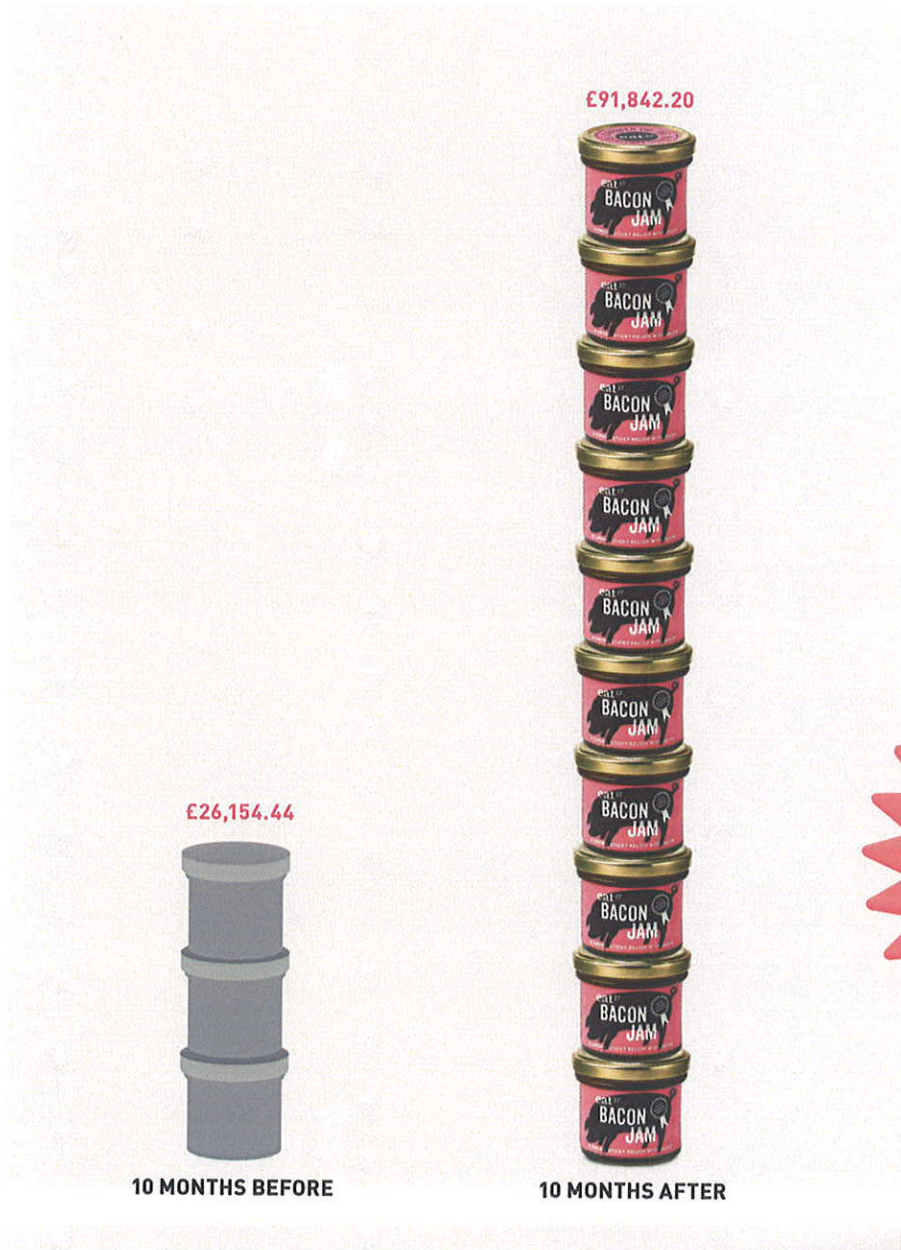
GROWTH CAPITAL
HOW LONDON'S ENTREPRENEURS ARE BUCKING THE ECONOMIC GLOOM

EAT 17 is leading a culinary revolution in Westminster. And it's doing it with Bacon Jam. "In course the legends fall between a nibble and a slurp," says its creative director, Oscar Williams-Grut, one of the company's four founders and directors. "Eat 17" is a reference to the postcode of the boy band — is a family business. Oscar, 26, works with brother Daniel, 30, Daniel's partner, Nathan O'Connell, 21, and his step-son James Brundle, 26. "I'm proud to be a local boy making it in the big city," says Oscar. "We used



Lifting the lid on success: Daniel, left, and Chris O'Connell and James Brundle, right, happened on the recipe by chance

FEATURED IN THE
EVENING STANDARD



INCREASE IN SALES

Looking at the figures we can see that sales amounted to £26,000 in the first 10 months of trading preceding the new designs, and £92,000 in the 10 months following the launch of the new designs, demonstrating an increase of 250%. Here, the increase in turnover of £66,000 equates to an increase in profit of £22,000, and a return on investment of 120%.

However, this is very much the start of the story for Eat 17 Bacon Jam. The figures here do not include the high projections for June to August 2013 shown on the next page. The company has ambitious projections for the next two quarters, and next year.



The new design launched in the 4th quarter of the first year of trading. In year one, sales for Q1-3 amounted to almost £22,000. In year two, like for like sales for Q1-3 amounted to over £71,000, demonstrating an increase of 225% on the previous year. This doesn't include the big surge in sales in YR1 Q4, or the even higher projected sales in YR2 Q4 on the chart above which includes the new order from Waitrose. Year one's turnover was £59,000 while year two's turnover is set to be over double at £131,000.



CONFIDENCE IN THE FUTURE

Following the success of Eat 17 Bacon Jam and the confidence this gave the Eat 17 team, a number of new products were developed, including Chilli Bacon Jam and Onion Jam which are now on the market. A further two products are in development.

OTHER INFLUENCING FACTORS

There was no consumer advertising or price promotion at any point. A modest PR retainer of £600 per month was in place throughout.

RESEARCH RESOURCES

All figures from Eat 17 financial accounts.