



PACKAGE REDESIGN

Ludji Helas
DSN1533 GROUP 1



MARKET RESEARCH

ABOUT

Two-Bite:

Two-Bite is a well-known company recognized for its delectable, bite-sized desserts designed for convenient snacking and sharing. The flagship product of the Two-Bite brand is their “Two-Bite Brownies.” These snacks are small, round, and come in various flavours, with the original chocolate brownie being a popular choice.

Description of Two-Bite Original Brownies:

Size: Bite-sized and perfectly portioned, each brownie measures just a couple of inches across making them ideal for convenient snacking and sharing.

Texture: Soft, moist, and fudgy with a slightly crisp outer layer, delivering a rich chocolate flavor in every bite.

Flavor Variations: In addition to the original chocolate brownie flavor, Two-Bite offers a variety of other treats and flavor combinations, including Cinnabons, cupcakes, and more.

Packaging: Typically sold in resealable pouches for freshness and portability, perfect for on-the-go enjoyment or gatherings.

Why Two-Bite?

A familiar, indulgent snack with broad appeal making it suitable for exploring sustainable packaging solutions without compromising user experience.



PAST-PACKAGING



COMPETITORS



Entenmann's: A well-known brand that offers a variety of baked goods, including mini brownie bites and other bite-sized desserts.

Hostess: Known for its snack cakes and pastries, Hostess competes in the snack category with products like mini brownies and cupcakes.

Little Debbie: Another well-known brand that produces a range of snack cakes and desserts, including miniature brownies and other treats.

Tasty Kake: Originally known for its viral recipe videos, Tasty has expanded into the packaged food space with products like baking kits and ready-to-eat desserts, including brownie bites and other snackable treats.

Ne-Mo's: A bakery brand known for its individually wrapped baked goods, Ne-Mo's offers products like brownie squares, cake slices, and other refrigerated desserts often found in convenience and vending machine's.



TARGET AUDIENCE



Demographics

The customer demographic for these products is diverse, encompassing people of various age groups, including children, teenagers, and adults, due to the products' convenience and sweet appeal. These products are marketed to individuals of all genders and are attractive to families and individuals seeking convenient, delicious snacks or desserts. The target audience includes snack enthusiasts, party planners, and on-the-go consumers needing quick, sweet options, particularly those who prefer chocolatey desserts like brownies.

Psychographics

Two-Bite Original attracts a diverse customer base with a range of psychographic profiles. It appeals to those with a sweet tooth, especially chocolate lovers and convenience seekers who value easy, on-the-go snacks. In addition, social hosts and dessert enthusiasts appreciate its shareable portions and artisanal quality.

Geographics

Consumers of Two-Bite Original products can be found in a variety of regions, including both urban and rural areas, depending on product distribution and availability. The brand's presence in specific countries, states, or cities may also influence the geographic makeup of its customer base.

Emotional Benefits

Two-Bite Original offers emotional benefits such as indulgence and satisfaction, evoking feelings of happiness and providing a momentary escape from daily routines. The brand also taps into comfort and nostalgia associated with classic desserts like brownies. Its convenient format encourages sharing and social connection, while a variety of flavours invites discovery. The resealable packaging and bite-sized portions support guilt-free enjoyment, reinforcing trust and a sense of unique, memorable experience.

Unique Selling Point

Two-Bite Original distinguishes itself through a strong focus on convenience, offering ready-to-eat, bite-sized desserts ideal for busy lifestyles. Its signature small, square brownie bites and wide range of flavours appeal to a broad spectrum of taste preferences. Designed with quality and shareability in mind, these desserts are known for appealing to all age groups and for standing out in the dessert market with their unique format and flavour variety.

MOOD BOARD



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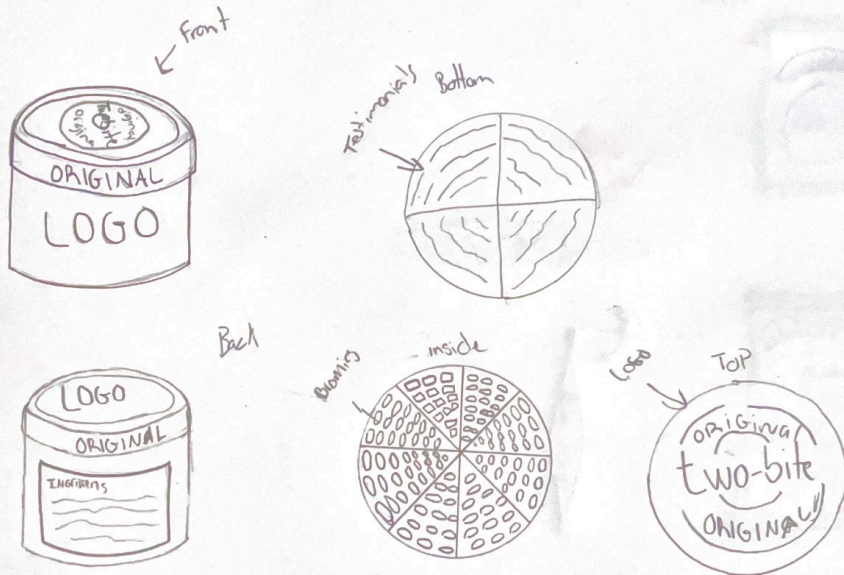
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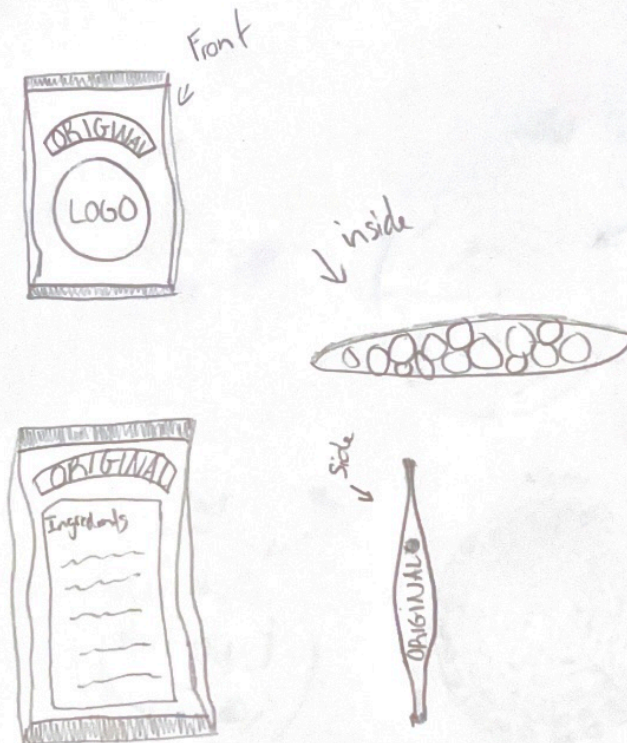
CONCEPTS



concept 1



CONCEPT 2 - Reworked chip bag





DIE-LINE & PROTOTYPE

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PREVIOUS PACKAGE



DIE LINE



Description: Strong paper bag material on the outside, with a sustainable transparent plastic inner liner that also serves as a clear window on the front, integrated with the logo.

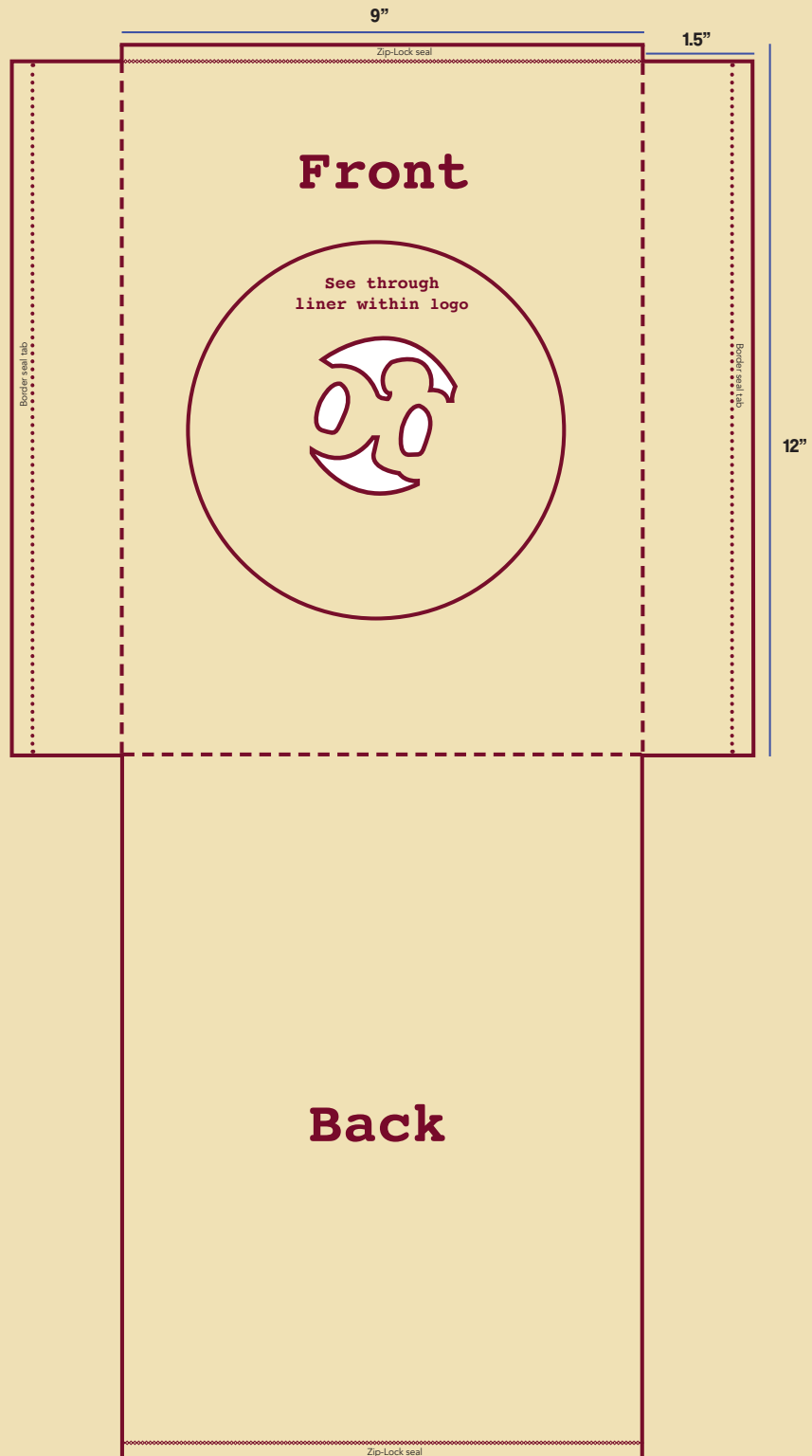
Legend:

Cut

Fold

Glue

Zip-lock seal



DESIGN



9"

1.5"

Zip-Lock seal

- * Moist, Chewy, and Decadent
- * Rich Double Chocolate Taste



Our classic brownie has a moist and chewy texture and rich chocolatey goodness in every bite.

280g



www.twobite.ca

Border seal tab

ORIGINAL



Border seal tab

ORIGINAL



12"

ORIGINAL

Nutrition Facts Valeur nutritive

Per 2 brownies (37 g)
pour 2 brownies (37 g)

Calories 160 % Daily Value*
% valeur quotidienne*

Fat / Lipides 9 g	12 %
Saturated / saturés 2 g	11 %
+ Trans / trans 0.1 g	

Carbohydrate / Glucides 20 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 12 g	12 %

Protein / Protéines 1 g	
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Cholesterol / Cholestérol 0 mg	
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Sodium 75 mg	3 %
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Potassium 75 mg	2 %
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Calcium 10 mg	1 %
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Iron / Fer 1.25 mg	7 %
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* 5% or less is a **little**, 15% or more is a **lot**

* 5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

Ingredients:Ingredients: Sugars (sugar, glucose), Enriched wheat flour, Soybean oil, Liquid egg white, Water, Semi-sweet chocolate (sugar, unsweetened chocolate, cocoa butter, soybean lecithin, vanilla extract), Cocoa powder, Shortening (palm, canola and modified palm oil), Natural and artificial flavour, Salt, Modified milk ingredients, Modified corn starch, Baking powder, Soybean lecithin.



Zip-Lock seal

PACKAGING TEXT



FRONT

[logo]

Classic Two Bite Brownies moist and fudgy - made with real chocolate and nut free.

Moist, Chewy, and Decadent
Rich Double Chocolate Taste

280g

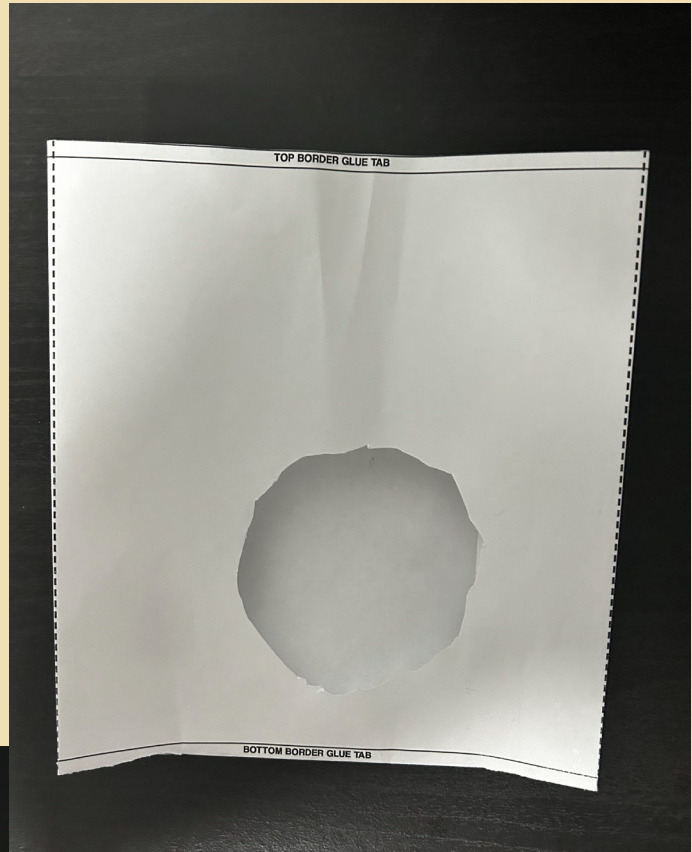
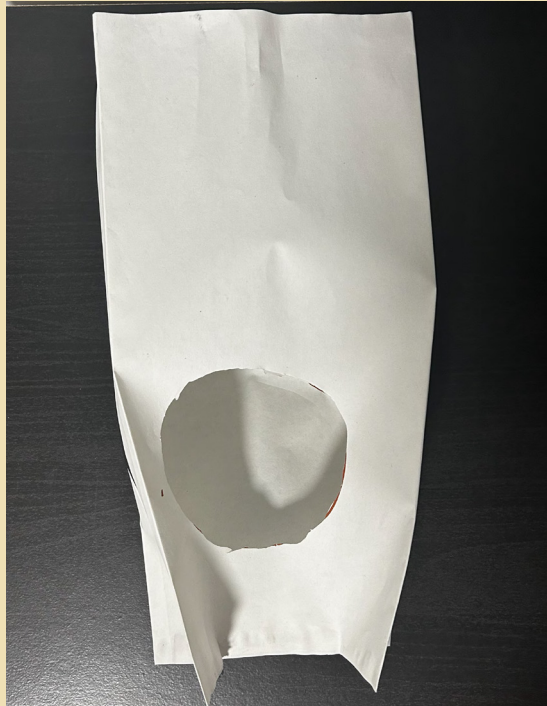
www.twobite.ca

BACK

Nutrition Facts	
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PAPER PROTOTYPE



SALES PITCH



Target Audience

Two-Bite Original products appeal to a diverse demographic, including children, teenagers, and adults, due to their convenience and sweet taste. The target audience includes families and individuals seeking quick, delicious snacks, particularly those who enjoy chocolatey treats like brownies. Psychographically, the brand attracts a wide customer base, including chocolate enthusiasts, convenience seekers who value on-the-go snacks, and social hosts who appreciate shareable options. Geographically, consumers are located in various regions, both urban and rural, depending on product distribution. The brand's presence in specific countries, states, or cities influences the geographic makeup of its customer base.

Approach

The strategy behind this packaging design is to create something sustainable and reusable while maintaining the style of the brand's previous packaging.

Design

The package design mimics the appearance of a chip bag, featuring an outer layer made from the material of a traditional brown paper lunch bag. Inside, it is lined with recyclable clear plastic. The logo's center is intricately cut out, emphasizing the idea of the Two-Bite brownie by removing the central part and the two circles forming the letters O and B. The color palette remains consistent, preserving the familiar and iconic brand image recognized by consumers.

Sustainability

The chip bag is made from sustainable paper, and the inside is lined with a sustainable clear plastic such as PET (Polyethylene Terephthalate), PLA (Polylactic Acid), or HDPE (High-Density Polyethylene).

Our Commitment

At Two-Bite Original, we are taking steps to reduce our carbon footprint.

Our new sustainable packaging is fully recyclable and made from 100% recycled paper and plastic. We have introduced this new packaging to better care for our environment. Visit [twobite.ca](https://www.twobite.ca) to learn more.

PROTOTYPE





Moist, Chewy, and Decadent
Rich Double Chocolate Taste




The classic brownie has a moist and chewy texture
and rich chocolatey goodness in every bite.

www.two-bite.ca

ORIGINAL



The background of the page features a repeating pattern of stylized orange bowls, some shown from the top and others from the side. A solid dark red vertical bar runs along the left edge of the page.

**2024
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