



PRACTICAL EXAMPLE – FOOD EVOLUTION®

BACKGROUND/ CHALLENGE

- > WIFAG-Polytype wants to enter the market with its packaging concept «StillCAN»
- > The advantages of «StillCAN» are obvious: a minimum of waste and novel haptics in comparison with a traditional can
- > **Goal:** development of **ideas/ concepts** and respective **prototypes** (design/ recipe) in order to be able to demonstrate the advantages of the new packaging concept to potential clients

CONTRIBUTION

- > **Desk research:** analysis of beverage market
- > **Ideation workshop:** development of concepts incl. naming under consideration of the target group as well as the most promising beverage segments
- > **Packaging design:** development of different design propositions incl. final artwork
- > **Development of recipes (ZHAW):** composition of developed recipes and supervision of final filling

RESULTS

Development of **4 prototypes** for the presentation at an exposition:

- > **Swing:** light thirst quencher without carbon dioxide for her with lime and ginger taste
- > **Freeze Squeeze:** half frozen alcoholic beverage with Vodka and peach for young adults
- > **Neverest:** a maximum of long lasting energy for adventurers with malt and blackberry extract
- > **Maotai & Plum:** alcoholic beverage for the Chinese market with rice liquor and plum

