



**MILK.**

Wir verpacken Geschmack.

# BONJOUR NESTLÉ

We love to design food packaging & POS material for you. Since 2014 we are listed as **preferred supplier for Nestlé** including a positive ecovative business sustainability rating. Do you want to share your next design challenge with us?

# RECENT PROJECT

Packaging design for KitKat Germany



VISIT OUR WEBSITE FOR PROJECT INSIGHTS  <https://www.milk-food.de/en/projects/kitkat-mini/>

# PREFERRED SUPPLIER STATUS

We are able to deliver these types of projects (strategic & adaptive agency type)

## Design to Delivery (D2D) project types

### High strategic implication (Type A)

- Brand/product repositioning
- Breakthrough NPD
- New brand creation

### Medium strategic implication (Type B)

- Brand/product optimisation
- Complex range introduction
- New complex variant
- Strategic limited edition

### Low strategic implication (Type C)

- New variant or simple range extension
- Simple adaptation
- Pack promotion
- Front-of-pack claims
- Artwork adaptation

## Design to Delivery (D2D) agency types

### Strategic design agency

- Packaging design project types A & B
- Master design files
- Innovation
- Visual identity & guidelines
- Retail design

### Adaptive design agency

- Packaging adaptation of all design project types, as well as core design partner for project types C.
- Master design files for all other SKUs
- POSM & shopper activation materials (creating graphics)
- Sales materials
- Internal & corporate print comms





In recent years we have established our own, consistent way of delivering state-of-the-art design – mainly for the confectionery brand management based in Frankfurt. We now contacted your HQ and are **happy to meet you wherever you may be in the world to discuss new design projects with you.** 🚀

# KEY BENEFITS

Our unique „milkshake“ for Nestlé

# FOOD

**Packaging Design  
Performance.**

**Food Passion.**

**Innovation  
Playground.**

VISIT OUR „BONJOUR NESTLÉ“ LANDING PAGE FOR MORE INSIGHTS  <https://www.milk-food.de/bonjour/>

**Insight.**

**Product idea.**

**Recipe development.**

**Brand strategy & design vision.**

**Product design (3D).**

**Packaging design.**

**Product range adaptation.**

**Prototyping.**

**Final artwork.**

**Retail.**

**INNOVATION** LAB

**DESIGN** LAB

# KEY FACTS

Our profile on one page

## WHAT WE DO

Food Packaging Design

Food Retail Promotion

Food Innovation Management

Food Brand Development

## WHO WE ARE

11 designers

3 project managers

2 brand strategy consultants

4 creative cooks

## SINCE WHEN

2010

## WHERE TO FIND US

Frankfurt am Main

## GROSS INCOME

1.45 mio €

## VISION & MISSION

See our statement on the next page

„partner of change“

PLEASE SUBSCRIBE TO OUR TASTY „MILKSHAKE“ NEWSLETTER



<https://www.milk-food.de/newsletter-anmeldung/>



**New Business.** Your creative project will be based on highly competent brand consultancy for both strategic decision making and everyday business.



New business & project manager

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We see our future in conjunction with the growing trend towards digitalisation accompanied by people's rediscovery of analogue products. We want to play a leading role in shaping this future by creating synaesthetic product experiences that move people.

Our particular area of expertise lies in acquiring a deeper understanding of food and letting it flow into the design. In doing so, we rely on our craftsmanship and specialist knowledge of the food and drink market. Our clients find their way to us via a shared love of food and a belief in the real added value that design can deliver.

## **We are the partner of change.**

The task for us and our clients over the coming years is to reconceive the packaging and marketing of food from a neo-environmental perspective. We want to play our part in shaping this future in a meaningful way and generate added value by taking a holistic approach to product design.