

Da Silva Gaspar Gourmet Salt

[Food Packaging]

The brand Da Silva Gaspar embodies the centuries-old tradition of the Portuguese salt and spice trade. A new appearance was developed to carry the classic brand values into the future. The new packaging design is strongly inspired by ancient Portuguese patterns and maritime symbols and reinterprets them. For example, the logo is a tribute to the royal seal of 1134. The appealing, high-quality container is stored in a carton with an identical print, whose blue colour is a reference to the sea.

Client

Da Silva Gaspar Trading GmbH,
Ottobrunn

Design

Bloom GmbH, Munich

Creative Direction

Christof Jung

Production

Kristian Krach, Raum III, Munich

