



STARTERS



# START ICELANDIC WITH ICELAND'S FINEST

**A NEW CATEGORY OF SEAFOOD STARTERS IS PRESENTED IN SIMPLE AND INSPIRING PACKAGING THAT TELLS THE STORY OF FRESH FISH FROM THE COLD ICELANDIC SEA TO DELICATE STARTERS FOR SERVING**

## **The story**

We are from Iceland – way up north where the wind blows and the water is home of superb seafood. This is where we have lived for generations, catching the finest and firmest seafood in the icy waters surrounding our country.

## **The concept**

We serve the finest seafood from the cold Icelandic waters in a new way. We gather everything you need to 'wauw' your guests; delicious ingredients and simple step-by-step recipes – so you can make delicate, Icelandic seafood starters at home and enjoy the healthy and great tasting bites in good company.

## **The design**

We take you on a visual journey from the harsh Icelandic waters to delicate starters at home with our simple and inspiring packaging design built from 5 visual elements:

Authentic photos of Icelandic waters, inspiring photos of finished Icelandic starters, the rune inspired 'IF' brand symbol and logo, and finally the Icelandic flag, to let everyone know where we come from.



# ÍCELAND'S FÍNEST



STARTERS









