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## BRANDING AND PACKAGING PRESENTATION

Organic foods &  
consumption by the  
elite class.



# PROJECT INTRODUCTION

The organic snack market is growing faster than ever, reaching a record of 71.6 billion dollars sales in 2024. While more people are choosing organic foods to protect their health , many consumers feel that the snacks available today do not truly match their personal styles or values .

This project investigates the needs of health conscious professionals through a mix of global market data and in person interviews. The goal is to design a new organic snack brand that feels authentic, high quality, and aligned with the energy of a professional lifestyle.





## PROBLEM STATEMENT

Current local snacks packaging in Uganda relies heavily on low grade plastics and generic pouches that fail to reflect the artisanal quality of the products. This creates a perception gap where snacks, wood roasted snacks are viewed as street food rather than premium exports. Organic Roasts therefore addresses this directly by utilizing high contrast packaging that directly meets the authenticity of the product and the consumers.

# RESEARCH METHODOLOGY.

## Methodology: Qualitative Primary Research.

### Approach

I conducted a series of informal, semi structured interviews with 10 organic consumers and subject matter experts. I used this conversational approach to encourage transparent feedback and uncover layered behaviors that structured surveys might miss

### Research target audience.

#### Who?

#### The Legacy keepers Aged 45+ (Mature adults)

These value the wisdom of their ancestors regarding food preparation and preservation.

#### Why?

These believe that traditional ways are pure and should be passed down to the next generation.

Health focus : They view organic consumption as a mechanical necessity for their long term well being and a way to avoid side effects as they grow older.



## The Conscious Elites (Aged 20-35) or Young professionals.

### Who?

Trendy high end consumers who are part of a community that prioritizes environmental sustainability and animal welfare.

### Why?

They are driven by social signaling and knowledge ego. They want to feel unique and exclusive from the rest of the world.

Aesthetic focus. They are the primary audience for quiet luxury, preferring minimalistic designs that align with the person they wish to be or how they want to be perceived.

Key behaviors  
packaging considerations  
Mood board

## UNDERSTANDING THE ELITE ORGANIC CONSUMER.

I am aiming at creating a brand that focuses entirely on people who love consuming organic products, Below are the findings and the psychology behind people who consume organic products.



### The purity motive.

Organic consumers believe that organic foods are 100% good for their health and their long term well being as they age. They believe organic consumption has no side effects and its perfect for their body health and nutrition.

*"Nze ssilya bintu bikolcic bcbivilidcko bbi cancer cnaku zzino*

## Knowledge ego.

Organic consumers are confident and prideful about the knowledge of how organic foods are made and how important and healthy they are to them. This kind of knowledge makes them feel unique and exclusive from the rest of the world without such information.

*“Abantu bamala galya buli kycbasanze bajja kwejusa luvanyuma”* - Participant 4

## Social identity.

Consuming Organic foods creates a sense of belonging to a specific community that prioritizes sustainability and the overall welfare of their health, animals and environment preservation.

## Moral satisfaction.

psychologically, those purchasing organic products get an internal satisfaction gained from doing something right. This makes the consumer feel like a hero for example, they are the reasons why a cultural practice still exists, nature is still preserved etc.

## Better taste and quality.

Some generally find their taste and quality better than the average products.



## Cultural Preservation

Some consumers believe that their ancestors had better ways, knowledge and pure understanding of how things are preserved and prepared. This therefore encourages them to keep the culture alive and pass on to the next generations

*"Olowwoza lwaki bajajja ffe baawangala nyo, baalya nga cmmrc nga cli ku original"-Participant 1*

## Accessibility and Affordability.

In some communities, organic foods and supplements are easy to get and cheaper than inorganic products. This encourages more consumption of organic products.

## Satisfaction in the Preparation Process.

Some organic directly involve in the process and production of the organic product. This makes them love and treasure the product more as they have directly invested and earned the product.

In addition, some believe the production process of a bought organic product is highly pure, clean and healthy therefore this makes them pay higher prices for them and treasure them

## Formality

Some usually take it simply because their parents or people in their circle take them so they are familiar with the process

*"Maama waffe yatugana okulya cbinycbwa cbinyigc nokufumbisa obukutiya cmmrc - participant 9"*



# HOW ELITE CONSUMERS INTERACT • WITH BRANDS

## Dinstiction.

Luxurious consumers love being separate and unique they don't like common things.

## Social signaling.

High end consumers use high end products as a non verbal way to communicate success and social status to others.

## Scarcity and exclusivity.

They are attracted to things that are rare ,things such as limited edition where a few have them which makes the owner feel like they are part of the elite group.



## Quiet luxury.

They prefer brands without shouting or attention seeking . They prefer minimalistic and quiet designs that are only noticed by fellow high end consumers.

## Self expression.

They prefer to purchase brands that align with one's ideal self and values. Therefore they buy items that represent the person they wish to be or how they want to be perceived.

High price equal to high quality therefore they prefer purchasing products with high quality. They attach the status symbol of the product to its price.

## Hedonic motivation.

This is the drive to experience pleasure and emotional satisfaction through consumption. They feel associated with the item through specific things such as the unboxing experience, the scent of the product, the hand feel of the material, visual beauty of the product etc.

TRUE  
LUXURY IS  
QUIET



## GLOBAL TRENDS OF ORGANIC CONSUMPTION FOR 2024-2025.

Record Market growth.

The global organic market reached an all time high. with retail sales heating approximately 145 billion pounds in 2024. In the united states, Organic sales grew by 5.2% in 2024.

The health first pivot (pro self) has globally overtaken the altruistic motivations which primarily focused on environmental protection.

Generational dominance

Millennials and Gen z are now the core engines of the market as committed or new adopters of organic products and more willing to pay for non toxic standards regardless of their income.

The snacking surge.

The global organic snacks market was valued at \$14.5 billion by 2034 . This is driven by professional lifestyle and a rising demand for beneficial snacks that provide nutrients.

## Design gap .

Aesthetic mismatch. Professionals feel a disconnect with a high quality food that is sold in plastic heavy or poorly designed packaging.

## Energy gap.

There is a need for snacks that reflect quiet luxury products that are minimalistic and feel honest to the touch. Trust and material. While 70% of the consumers want sustainable packaging, the current options feel low quality which makes the user trust the brand less.



## Packaging considerations.

Unique.

Transparent section to see the actual snacks.

Sealed to experience the unboxing of the product.

Story telling or source of the brand and product.

High quality materials.

Textured material.

Minimalistic design

## KEY BEHAVIOR.

Healthy.

Pride and confidence.

Love transparency and knowledge.

Uniqueness and superiority.

Simplicity.

Very cautious.

Sense of control.







ORGANIC  
ROASTS

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SLOW CRAFTED

ORGANIC  
ROASTS

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SLOW CRAFTED

ORGANIC  
ROASTS

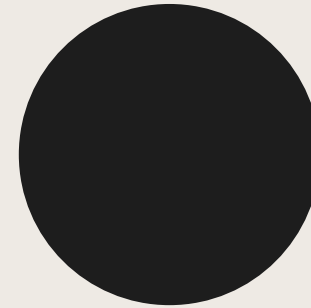
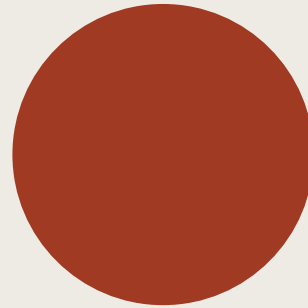
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SLOW CRAFTED

ORGANIC  
ROASTS

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SLOW CRAFTED



# T Y P O G R A P Y

## CORMORANT GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For main logo

## MONTSERAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

For taglines

## BRAND MISSION

Our mission is to transform traditional Ugandan snacks and foods into a modern luxury experience.

## OBJECTIVES

To elevate the perception of traditional gandan snacks by merging artisinal wood roasting with sophiscated class designs . This elevates local organic ingredients into luxury experience that command respect and value.

To execute high fedelity prototype using accessibble industrial techniques like engraving ,digital printing and exploring different techniques and materials.

To address the growing consumer demand for visual honesty and sustainability in the organic food sector by using transparent reusable glass



## Organic roasts seed profile

The nutty  
jackfruit  
seeds

Velvet  
earthy pepitas  
seeds

silk  
simsim  
seeds

Crunchy cowpeas  
seeds

Crispy  
sunflower  
seeds

## SAMPLED MATERIALS



Ppper pouch

Associated with cheapness.  
Oil bleeding from the plantains.  
Paper is breathable.  
Opaque.



Air tight paper tube

Associated with highly  
processed snacks like pringles.  
Blind buy.  
Oil bleeding over time



(PET)  
Pet polythene  
terephthalate



Borosilicate glass.



ORGANIC  
ROASTS

DEEP ROASTED JACKFRUIT SEEDS & SIMSIM

SLOW CRAFTED

NET WT. 200g



02 123 345 6789

**LASER ENGRAVING**  
(directly on glass)

**EBYAYI BINDING**  
(Artisan Banana Fiber, Structural Support,  
"Tension Loop" Holster for spoon)

**VERTICAL TRANSPARENT STRIP**  
(Ghost Label, Flavor and QR integration)

**FLAVOR PROFILE**  
(‘No. 01 THE CHARRED NUTTY | Jackfruit & Simsim’)  
(Micro-Typography)

**QR CODE**  
(Digital Engagement, ‘Unica’ Story, Traceability)

GLASS ETCHING

**BAMBOO LID**  
(Eco-Conscious, Premium Seal)

**LASER ENGRAVING**  
(Unica Branding directly on glass)

**MINIATURE WOODEN SPOON**  
(Functional Tool, Integrated Design)



**REFILL POUCH ARCHITECTURE**  
(Matte Finish, Die-Cut Window,  
‘Minimalist Spine’ Continuity)

**BOROSILICATE GLASS**  
(Clarity, Purity, Product Visibility)

**GLASS ETCHING**  
(‘Est. 2026’, ‘Kampala, Uganda’)

