



WHOLESOME HARVEST // BRINGING “BETTER-FOR-YOU” TO THE IN-STORE BAKERY

BACKGROUND

Recent growth in the bread category has been driven by “better-for-you” products. An aging population increasingly concerned about health as well as young moms looking for healthy alternatives for their families are willing to pay a premium price for wheat and grain products and those perceived as healthy.

Since Wholesome Harvest breads were freshly baked and shelved in the in-store bakery rather than being shelved in the larger bread aisle, there was an untapped opportunity to grab consumers’ attention at retail to communicate the “better-for-you”, fresh-baked, whole grain message.

SOLUTION

Soulsight’s solution was to develop a new brand identity and retail marketing program for the Wholesome Harvest brand to deliver on the whole grain and fresh-baked point of difference. We introduced a bakery-fresh color palette of rich browns, golds and reds to create a delicious and cohesive line look, bringing out the freshness of the product and strengthening the appetite appeal.

The new brandmark focused on the fresh ingredients, specifically a shaft of wheat to reinforce the whole-grain message. Inviting, hand-crafted typography was used to connote the fresh-baked, artisan quality of the bread. We also streamlined the label architecture to clearly highlight the health claims and differentiate the variety.

RESULTS

The new brand identity and labels are a standout, successfully communicating the product benefits and fresh-baked positioning. Retailers embraced the new display rack and point-of-sale materials, featuring beautiful product photography and recipe suggestions to grow their in-store bakery business and deliver “better-for-you” products to their customers.