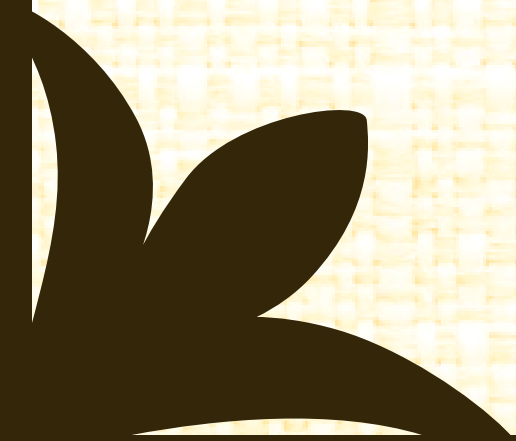




BOUNTIFUL GRAINS



DELIVERABLES

**Product Name and Direction + Design Guidelines
+ Packaging + Promotional Materials**

OBJECTIVE

Create a new product name under the existing Lundberg brand that would still reflect the heritage and core values, using color choices that are 100 percent accessible to all.



PRODUCT NAME

FAMILY-FOCUSED

ADVENTUROUS

HERITAGE / CLASSIC

WHY CHANGE IT?

The issue with the current designs is that some of the colors do not have sufficient contrast with the typography.



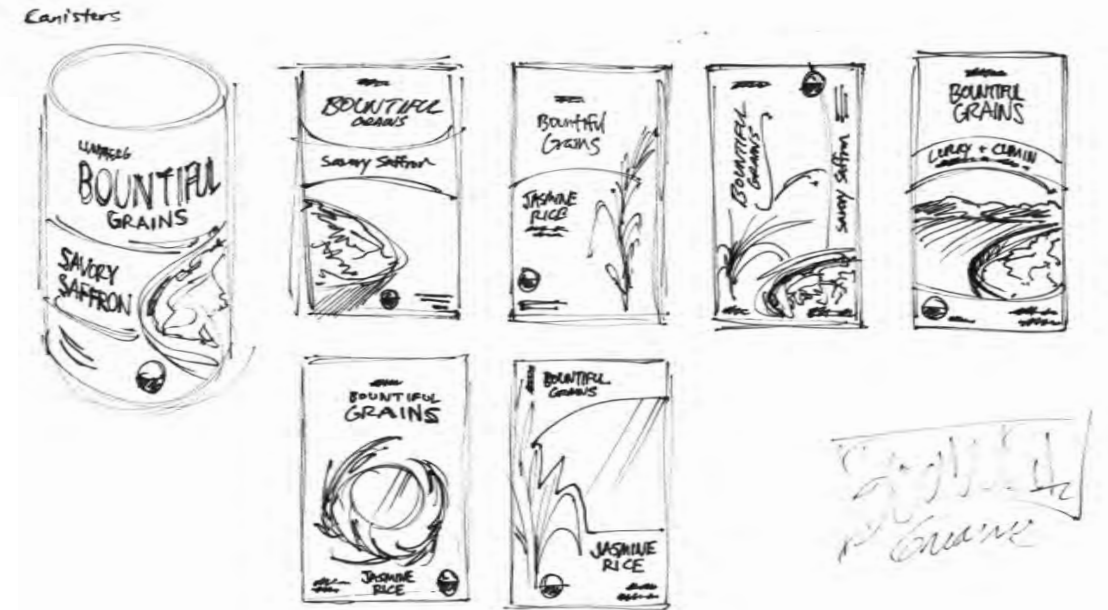
CURRENT PACKAGING

VISUAL RESEARCH

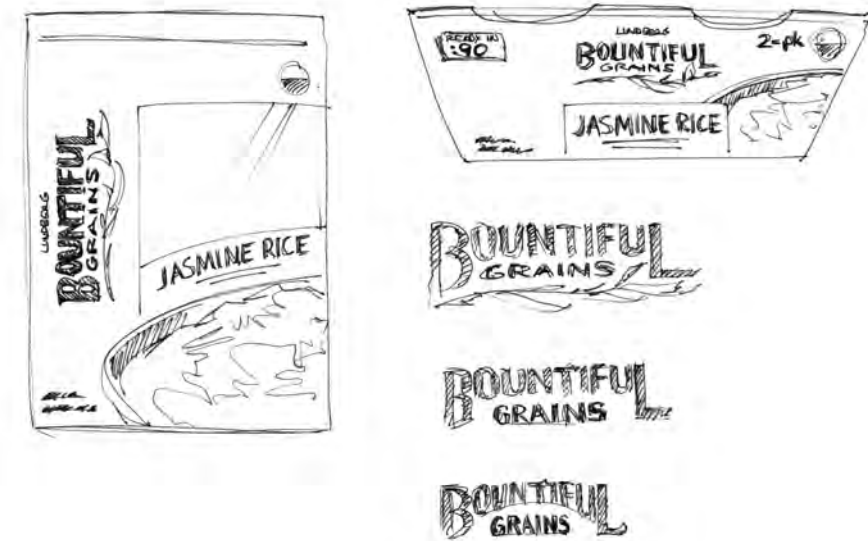
COUNTRYCROCK®



SKETCHES



"Family-focused", adventurous, heritage/classic



FINAL LOGOTYPE

BOUNTIFUL
GRAINS

FLAT VECTOR SKETCHES



FLAT VECTOR SKETCHES

FALL VARIETY



GUIDELINES

TYPE

WHITEFISH
MADE OUTER SANS

LOGOTYPE ELEMENTS

BOUNTIFUL

TREATMENT

GRAINS

EXPANDED TYPE



FLOURISH ACCENTS

BOUNTIFUL
GRAINS

FINAL LOGOTYPE

COLORS & TEXTURES

BURLAP SLEEVE

CREAMERY

BOUNTIFUL BROWN

PACKAGING







LUNDBERG
FAMILY FARMS

BOUNTIFUL GRAINS



ORGANIC



CALIFORNIA WHITE

JASMINE RICE



AN AROMATIC LONG GRAIN WHITE RICE

NET WT 32 OZ (2 LB) 907 g



Nutrition Facts

About 20 servings
Serv. size 1/4 cup (dry) (45g)

Amount per serving
Calories 160

% Daily Value*

Total Fat 0g	0%
Sat. Fat 0g	0%
Trans Fat 0g	
Cholest. 0mg	0%
Sodium 0mg	0%
Total Carb. 36g	13%
Fiber 1g	4%
Total Sugars 0g	
Incl. 0g Added Sugars	0%

Protein 3g

Vit. D 0mcg 0% • Calcium 13mg 2%
 Iron 0mg 0% • Potas. 35mg 0%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Organic California Long Grain White Rice.

MANUFACTURED & DISTRIBUTED BY:

Lundberg Family Farms
 5311 Midway, PO Box 369, Richvale, CA 95974 USA
 888-215-2958 HQ: 530-538-3500

Refrigeration recommended for extended shelf life.

We use 100% renewable energy to manufacture our rice.



Recyclable through the TerraCycle program. Visit www.terracycle.com to learn more.

Certified Organic by CCOF



ORGANIC IS NON-GMO & MORE



BOUNTIFUL GRAINS

Better the World with Every Bite!

Since 1937, our family has been growing wholesome, great-tasting rice while tending to soil, air, water, and wildlife as carefully as our crops. That's why we use organic farming practices, say no to GMOs, build soil health, provide habitat for hundreds of species, and offset our manufacturing facilities with 100% renewable energy. And it's definitely why we save baby ducks. In fact, when we find a duck's nest in our fields, we hand carry the eggs to safety. And if we care that much about ducks, imagine how much we care about our rice.

www.lundberg.com

STOVETOP COOKING INSTRUCTIONS

LIQUID TO RICE COOKING RATIOS

Servings (3/4 cup)	2	4-5	6-8
Rice (dry)	1/2 cup	1 cup	2 cups
Water or Broth*	3/4 cup	1-1/2 cup	3 cups
Butter or Oil (Optional)	1-1/2 tsp.	1 Tbsp.	2 Tbsp.

This product is raw, it must be cooked in order to enjoy.

- Rinse** desired amount of rice under cold water for 1-2 mins. and drain.
- Combine** rice, liquid*, butter or oil in a 2-qt. or 4-qt. sauce pan, bring to boil.
- Cover** tightly with lid and simmer for 15 mins.
- With lid on**, remove from heat, let steam for 5 mins. Fluff with fork.

TIP: If rice is too firm, add 1-2 Tbsp. of liquid* and cook for 3-5+ mins.

RICE COOKER: Use the same liquid* to rice ratio.

INSTANT POT: Visit lundberg.com for specific instructions.

LUNDBERG
FAMILY FARMS

BOUNTIFUL GRAINS



ORGANIC



FALL VARIETALS RICE MEDLEY



NET WT 32 OZ (2 LB) 907 g



PROMOTIONS





2:13 PM



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HOME IS
WHERE THE
HEART IS

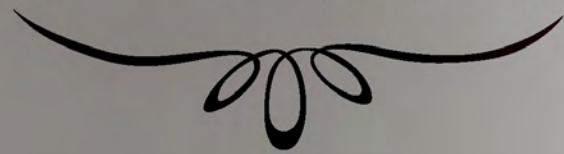
BOUNTIFUL
GRAINS

Rice products, recipes & more
at lundberg.com



BOUNTIFUL
x **GRAINS** x **L**

HOME IS WHERE
THE HEART IS



A warm, golden-hued landscape with rolling hills and a small farm in the distance. The scene is bathed in a soft, yellow light, creating a peaceful and nostalgic atmosphere. The hills are gently sloping, and the farm buildings are small and white, nestled in a valley. The overall tone is serene and inviting.

↳ THANK YOU FOR REVIEWING ↳