



Kel Rininger

Mac & Cheese Process Book

Packaging

Spring 2022

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Overview



Overview

Redesign/reimagine a simple paperboard carton

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton. The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box ($3.5" \times 7.125" \times 1.25" = 31.172"$) remains the same.

The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics. You may choose to use the Kraft brand logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

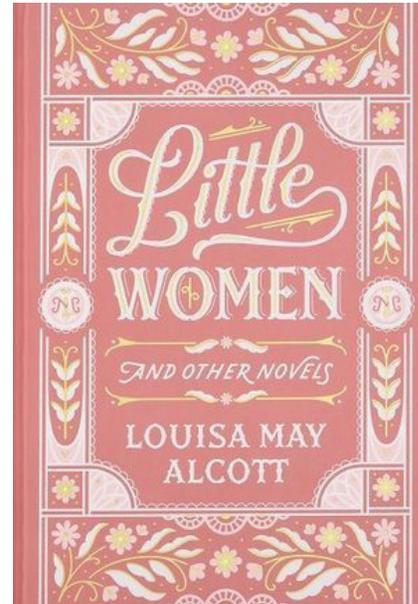
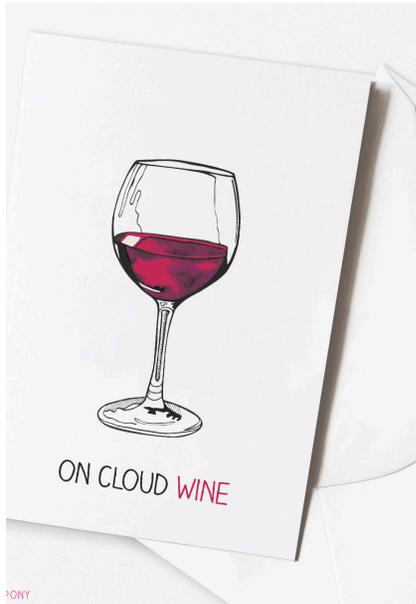
OPTION 2: A Gourmet Pasta pair of boxes plus wide mouth standard sauce bottle using the Barilla brand. You will approach the two 16oz. folding carton boxes as described above for the mac and cheese. Convert your box volume to accommodate 16oz. of pasta. The bottle will be a 24oz. bottle where you design the label/cap to match your gourmet pasta.

Consider: research existing brands, color, form, shelf presence, imagery, typography, design that wraps around surfaces of the form

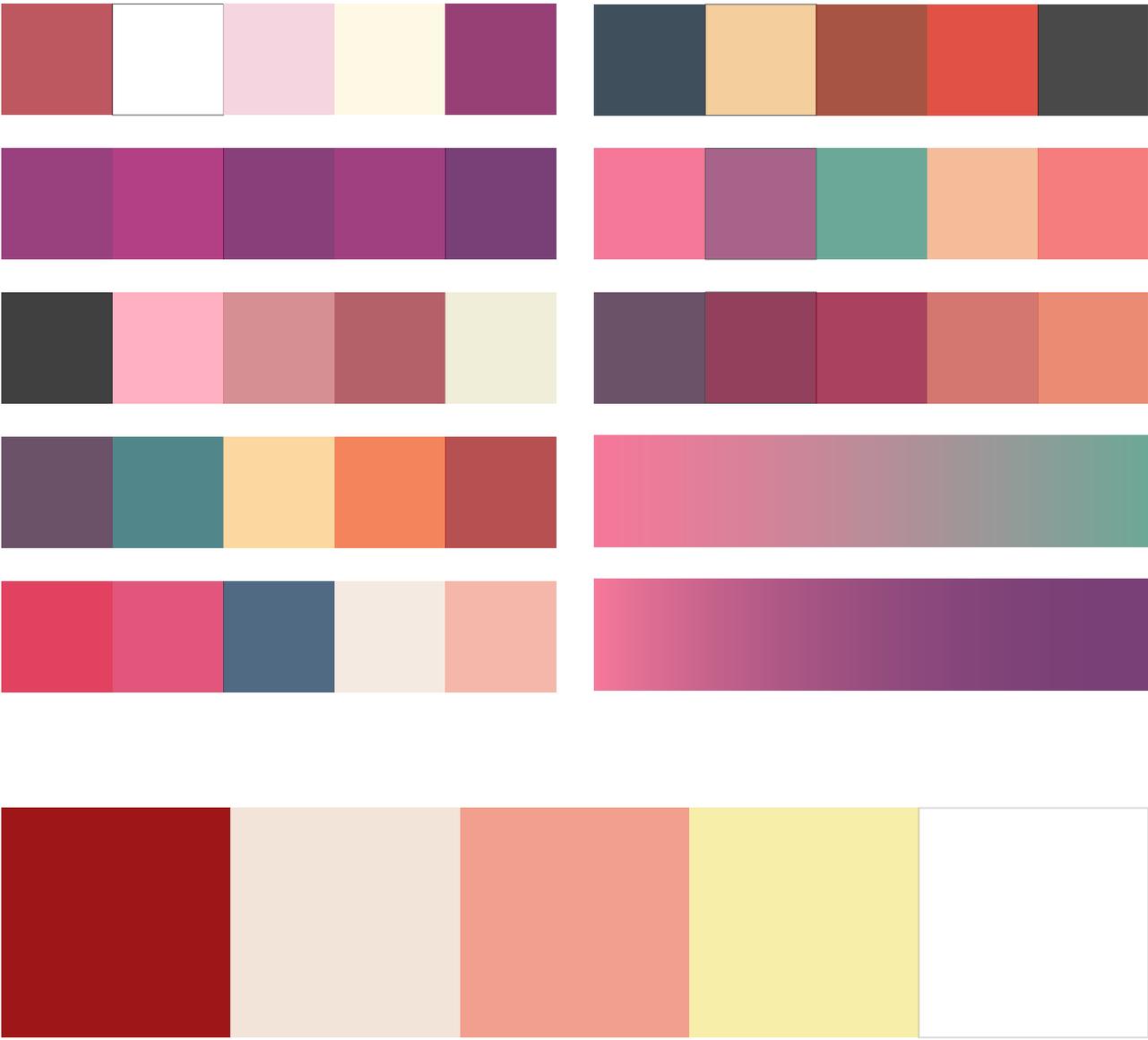
Ideation



Mood Board



Color Studies



Name Ideation

MommyMac

Wine&Dine

Paradise Mac

Vaca Mac

MomMac

Mac21

21Mac

Grapes&Cheese

Cheese&Grapes

Perfect Pairings

LoveBites

WineBites

Millennial Mac

Type Studies

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Perfect Pairings

Logo Ideation

Perfect Pairings

Perfect Pairings

Perfect Pairings

Sketches

FRONT OF BOX IDEAS



Deff want to have one that pairs w/ red, white, & rosé. Colors that reflect that?

- colored cellophane but offset?
- pink appeals to women audience
- very flunshy?



More text based.



- lipstick color indicator of what wine
- Maybe diff styles of women on each box but all w/ glasses & lipsticks



Wine spill?



Less literal wine spill

Refining Ideas



MOSCAT



Baby Swiss + Rosé
Aged Cheddar + Cabernet Sauvignon
Asiago + Moscato

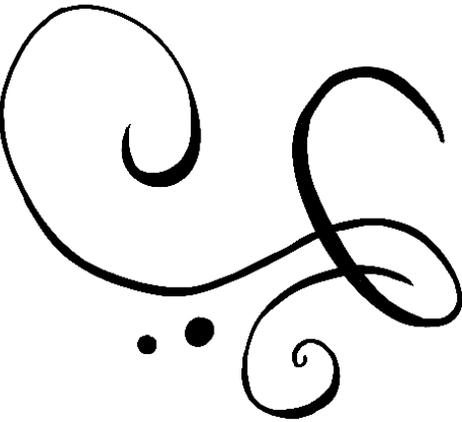
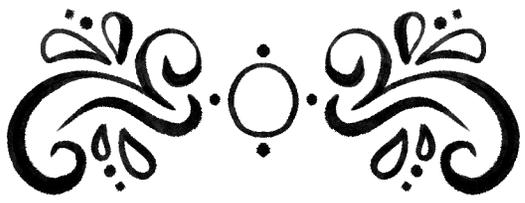
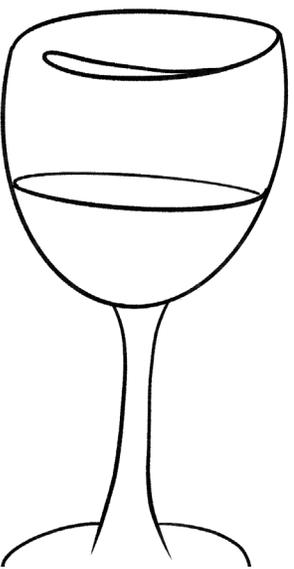
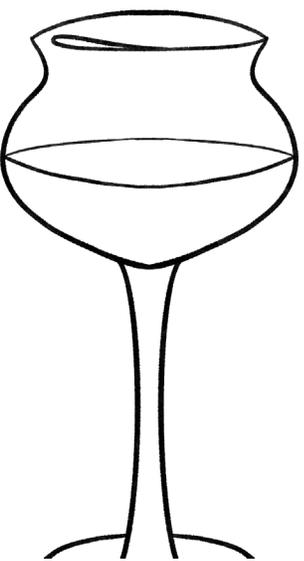
Progress



Roughs



Illustration



Finals



Flats

PerfectPairings

**AGED
CHEDDAR**
PAIRS WELL WITH RED WINE



MACARONI &
CHEESE DINNER
NET WT 7.25 OZ (206g)

PerfectPairings

BABY SWISS
PAIRS WELL WITH ROSE WINE



MACARONI &
CHEESE DINNER
NET WT 7.25 OZ (206g)

PerfectPairings

**ALFREDO
CHEESE**
PAIRS WELL WITH WHITE WINE



MACARONI &
CHEESE DINNER
NET WT 7.25 OZ (206g)

Flats

Pairings Made Easy

Whether it be after making the kids dinner, or settling in from a long night of studying, a nice glass of wine can go a long way. We at Perfect Pairings believe you dont need a fancy cheese platter to enjoy a nice pairing. Instead, all you need is water and a microwave for a taste of sweet relaxation in the form of your favorite childhood dinner.

Grab a glass and enjoy yourself.



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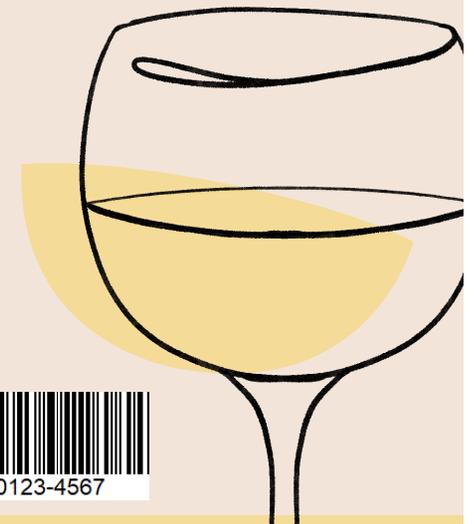
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cooking instructions

1 BOIL WATER



stir in macaroni, cook 6 1/2 to 7 1/2 min. or until macaroni is tender, stirring occasionally.

2 DRAIN



do not rinse, return to the pan.

3 ADD THE REST



butter, milk, and cheese sauce mix; mix well.

Perfect Pairings



BABY SWISS

PAIRS WELL WITH ROSE WINE



MACARONI & CHEESE DINNER

NET WT 7.25 OZ (206g)

Nutrition Facts

Serving Size 3.4 oz (96g/about 1/2 Box)
Servings Per Container about 2

Amount Per Serving	% Daily Value*	Amount Per Serving	% Daily Value*
Calories 300	60%	Calories from Fat 80	16%
Total Fat 15g 30%			
Saturated Fat 4g	8%	Trans Fat 0g	0%
Cholesterol 15mg	3%	Sodium 450mg	9%
Total Carbohydrate 50g	10%	Dietary Fiber 2g	4%
Protein 20g	40%		
Vitamin A	4%	Vitamin E	0%
Calcium	25%	Iron	10%

*Percent Daily Values are based on a diet of other people's secrets.

Amounts are per serving. © 2012 Muscle-Mac, Inc. All rights reserved. Muscle-Mac, Inc. is a registered trademark of Muscle-Mac, Inc. All other trademarks are the property of their respective owners.

INGREDIENTS: MUSCLE MAC PASTA (ENRICHED), MUSCLE MAC PASTA (ENRICHED).

www.muscle-mac.com
PACKAGED BY
Quality Pasta Company
Channahon, IL 61022
USA

Pairings Made Easy

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cooking instructions

1 BOIL WATER



stir in macaroni, cook 6 1/2 to 7 1/2 min. or until macaroni is tender, stirring occasionally.

2 DRAIN



do not rinse, return to the pan.

3 ADD THE REST



butter, milk, and cheese sauce mix; mix well.

Perfect Pairings

AGED CHEDDAR

PAIRS WELL WITH RED WINE



MACARONI & CHEESE DINNER
NET WT 7.25 OZ (206g)

Nutrition Facts

Serving Size 3.4 oz (96g/about 1/2 Box)
Servings Per Container about 2

Amount Per Serving	% Daily Value*	Amount Per Serving	% Daily Value*
Calories 300		300	100
Calories from Fat 80		80	100
Total Fat 15g 30%			
Saturated Fat 4g	8%	10%	
Trans Fat 0g			
Cholesterol 15mg	30%	10%	
Sodium 450mg	90%	25%	
Total Carbohydrate 45g	90%	10%	
Dietary Fiber 2g	4%	8%	
Sugars 0g			
Protein 20g			
Vitamin A	4%	8%	
Vitamin C	0%	0%	
Calcium	25%	30%	
Iron	10%	30%	

*Percent Daily Values are based on a diet of other people's secrets.

Amount Fat (saturated) is present in the form of trans fat.

Percent Daily Values are based on a diet of other people's secrets.

INGREDIENTS: MUSCLE MAC PASTA (ENRICHED), CHEDDAR CHEESE SAUCE MIX (CHEDDAR CHEESE, MILK, SALT, CULTURES, CHEMISTS WHEY, NONFAT MILK, BUTTER), SALT, NATURAL COLOR, WHEAT FLOUR.

CONTAINS WHEAT MIX
www.muscle-mac.com
PACKAGED BY
Quality Pasta Company
Channahon, IL 61510
USA

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Grab a glass and enjoy yourself.



0123-4567

cooking instructions

1 BOIL WATER



stir in macaroni; cook 6 (½ to 7)½ min. or until macaroni is tender, stirring occasionally.

2 DRAIN



do not rinse; return to the pan.

3 ADD THE REST

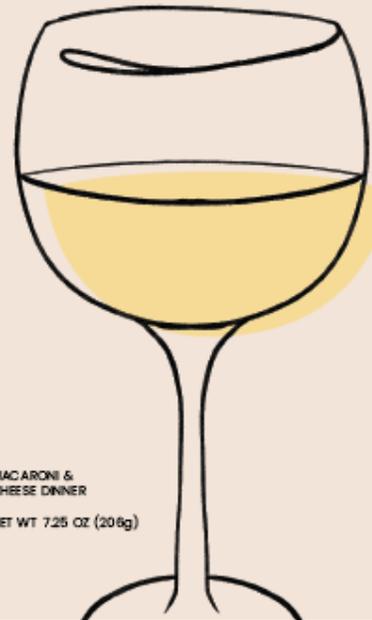


butter, milk, and cheese sauce mix; mix well.

Perfect Pairings

ALFREDO CHEESE

PAIRS WELL WITH WHITE WINE



MACARONI & CHEESE DINNER

NET WT 7.25 OZ (206g)

Nutrition Facts

Serving Size 3.4 oz (96g/100g) 1/2 Box
Servings Per Container about 2

Amount Per Serving	% Daily Value*	% Daily Value*
Calories from Fat 80	16%	16%
Total Fat 20g	40%	40%
Saturated Fat 10g	20%	20%
Trans Fat 0g		
Cholesterol 25mg	5%	5%
Sodium 250mg	5%	5%
Total		
Carbohydrate 10g	20%	20%
Dietary Fiber 2g	4%	4%
Sugar 0g		
Protein 20g		
Vitamin A	4%	4%
Vitamin C	0%	0%
Calcium	20%	20%
Iron	10%	10%

*Percent Daily Values are based on a diet of other people's secrets.

Amount in this package, as prepared, contains 20 Calories. (7g carbohydrates, 10g cholesterol, 20g sodium, 2g sugar, 20g total fat, 20g protein.)

INGREDIENTS: MUSCLE MAC PASTA (ENRICHED WITH VITAMINS AND MINERALS), MUSCLE MAC CHEESE SAUCE MIX (CHEESE, MILK, SALT, CHOLESTEROL, WHEY, WHEAT MILK, BUTTER, SALT, NATURAL COLOR, SMOKE), CONTAINS WHEAT MILK.

www.muscle-mac.com
PACKAGED BY
Daily Pasta Company
Chatham, PA 15622
USA

Mockups



Mockups



