

High Impact packaging is essential in an increasingly visual world

Looking through this month's new product reports one fact strikes: the number which aim to be visually appealing, either in colour, size or pack design; ideal for the current Instagram generation. The need for an aesthetically pleasing pack design has never been more important, particularly for lesser known brands and given the blurring between the lines of brand and own label and, within the latter, between the Value, Standard and Premium tiers. The pack design must offer a clear reflection of the product and most importantly, must project an image of quality. Tyrrells continue to be a winner when it comes to its rather quirky packaging. Always fun, the Naked No-Salt Potato Chips pack tested this month was a little risqué, but was entirely appropriate given its natural positioning. Another winner was Street Kitchen's Meal Kit; bang on trend, with a "stand out" design and practical multi-pouch format, while Reese's Peanut Butter Cups looked sophisticated and ideal for gifting. Bright packs clearly help any new product stand out, and Asda maximised its chances of getting its new Mexican inspired Dessert Kit noticed by using a very brightly coloured pack. Perhaps the prize for the most striking pack goes this month goes to Genuine Coconut's elaborate Drinking Coconut shell with its ring pull opening system. A product so unusual, that it was bound to attract interest in store, but at £3.00 was in danger of falling into the dreaded trap whereby consumers may feel they are paying extra for the packaging (which of course they almost certainly are, in exchange for such a convenient and innovative pack format). Examples of 'misses' this month include Biona's Organic Black Bean Cashew Nut Burger: an intriguing idea but in a very minimalist/ "boring" pack. This was also a problem for another small producer: Jon Thorner's Piri Piri Chicken Burger which was clearly aiming to convey the message that these were not mass-produced burgers, but the artisan-style was so simple it was thought to be "uninspiring" and again was "too basic" given its premium positioning.

And with Christmas edging ever closer, look out for the trickle of festive lines which are ready to tap into the indulgence of the season.

Check out some of this month's exciting new products:

SHOWCASE PRODUCT OF THE MONTH



Iceland's colourful Rainbow Fries are bang on trend and lit up the freezer with their mix of carrot, beetroot and parsnip. (Review 171005)



Tesco's Bubble & Squeak Bites set a new category maximum: proof that sometimes the simplest concepts are the best. (Review 171004)



Rachel's Greek Style Lemon & Gin yogurt scored highly on the innovation scale even if there was only a subtle alcoholic 'kick'. (Review 171020)



Lamb & Watt Basil Tonic. This premium tonic was bang on trend with its subtle herby notes (Review 171023)



Kit Kat Chunky New York Cheesecake an unusual creamy cheesecake filling. The perfect impulse snack for all ages. (Review 171033)



Asda's Sweet Chimichanga Dessert Kit contains all the ingredients needed for this innovative twist on a Mexican favourite. (Review 171032).