



**KEVIN AKERS** design + imagery

## *Smoky Market Foods*

Smoky Market Foods produces a line of premium quality, wood-smoked prepared foods. Kevin Akers design + imagery was recently engaged by Smoky Market to create the look of the new brand and a comprehensive packaging design system for products.

The following case study shows how Smoky Market's identity was carefully crafted and brought to life.

925.735.1015

[www.kevinakers.com](http://www.kevinakers.com)



Logos referencing vintage grocery store imagery.



**Smoky**  
MARKET

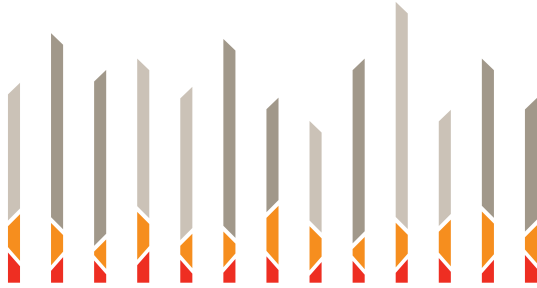


Smoke and Stencils.



**SMOKY MARKET**

Emphasizing the traditional flavors of Smoky Market.



**SMOKY MARKET**

the real thing in smoked cuisine

**SMOKY**  
  
**MARKET**

Telegraphing to the consumer the new flavors of Smoky Market.



Smoky Market Foods™ - Real Smoke-Baked Foods from the Market - Smoky Market

http://www.smokymarket.com/

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**SMOKY MARKET**


ORDER #


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There's nothing like the tantalizing, smoky aroma and taste of genuine wood-smoked food, and you'll not find any better than from Smoky Market! Now you can serve up the flavor made famous in the founder's restaurant...right at home.

Our wood-burning ovens uniquely and authentically "Smoke-Bake™" meat, poultry and fish to sumptuous perfection, imparting the natural smoky flavor. We use no sugar, no liquid smoke, no high sodium, and no additives or preservatives of any kind.

 **Weight Watchers**

 **Cooking on-the-go**



Should we go modern woody....



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our foods	order	specials	recipes	our story
season	drinks	break	park	jams

**Smoky Market**

ORDER +

SEARCH

*"The Real Thing in Smoked Cuisine!"*

*Smoked Salmon*

*Smoked Beef Tri-Tip*

*Smoked Chicken*

There's nothing like the tantalizing, smoky aroma and taste of genuine wood-smoked food, and you'll not find any better than from Smoky Market®! Now you can serve up the flavor made famous in the founder's restaurant...right at home.

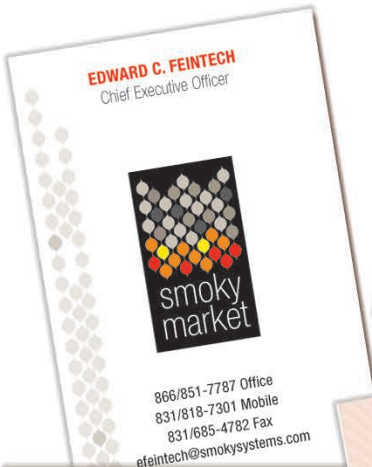
Our wood-burning ovens uniquely and authentically "Smoke-Bake™" meat, poultry and fish to sumptuous perfection, imparting the natural smoky flavor. We use no sugar, no liquid smoke, no high sodium, and no additives or preservatives of any kind.

or real backwoods?



Exploring ways to make the identity more of a “lifestyle” brand.





Testing the various logos' usability on business cards.



*Real Smoke-Baked™ Cuisine*

**EDWARD C. FEINTECH**  
*Chairman, President & CEO*

**Smoky Market Foods, Inc.**  
P.O.Box 2864 - Aptos, CA 95001

office: 866-851-7787  
direct: 831-818-7301  
fax: 866-567-0829  
email: [efeintech@smokymarket.com](mailto:efeintech@smokymarket.com)

[www.smokymarket.com](http://www.smokymarket.com)  
Public Trading Symbol: *SMKY*


The final Smoky Market symbol with adaptations and applications.

Smoky Market Foods™ - Real Smoke-Baked Foods from the Market - Smoky Market

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*Real Smoke-Baked Cuisine*



- SMOKE-BAKED FOODS
- SHOP OUR MARKET
- YUMMY RECIPES
- CONTACT US
- CUSTOMER LOGIN
- CORPORATE SITE

SEARCH

f t

*Fully Cooked, Hickory & Applewood Smoked*  
**FLAKED ATLANTIC SALMON**

*Fully Cooked, Hickory & Applewood Smoked*  
**ATLANTIC SALMON FILLET**

TANTALIZING SMOKED FLAVOR. PORTION-PACKAGED CONVENIENCE.

We burn fresh-cut hickory and apple timber to produce the moist, smoky heat that infuses every bite of our Atlantic Salmon with delicate Smoke-Baked™ flavor. Low in fat and sodium, our high-protein, sugar-free salmon makes a satisfying, nutritious snack or meal. Naturally delicious with no additives or preservatives, it's pure, guilt-free gourmet indulgence.

Smoky Market salmon is shipped direct to your door, vacuum-sealed for freshness and portion-packaged for convenience. Simply pop it in your fridge or freezer, then thaw and enjoy. Add it to your favorite recipes, or heat and serve as an entrée in minutes. Dining at home or tailgating from your RV, Smoky Market is the most authentic, healthful smoked salmon you can buy!

Smoky Market Foods™ - Real Smoke-Baked Foods from the Market - Smoky Market

http://www.smokymarket.com/

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*Real Smoke-Baked Cuisine*



- SMOKE-BAKED FOODS
- SHOP OUR MARKET
- YUMMY RECIPES
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- CORPORATE SITE

SEARCH

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## Smoky Market Recipes

CLICK ON ITEM TO REVEAL RECIPE OR PRINT  
CLICK AGAIN TO COLLAPSE

QUICK RECIPE LIGHT RECIPE

**QUICK STARTS & SCRAMBLES** **SUPPER TIME**

**Smoked Salmon & Leek Scramble**  
*A delicious & elegant entrée for breakfast or brunch*

Serves 6  
12 large eggs  
¼ cup cream or milk  
1 tsp. salt  
2 tbsp. olive oil  
2 ¼ leeks, thinly sliced (about 1 ½ leeks)  
1 tbsp. olive oil  
2, 6 oz. packs of Smoky Market Flaked Salmon  
1 tbsp. fresh chives, finely chopped

Whisk together eggs, cream and salt in a large bowl. Heat 2 tbsp. olive oil in a large nonstick skillet over medium heat and sauté leeks until soft, stirring occasionally. Add the other 1 tbsp. olive oil and increase heat. Pour in eggs and scramble until nearly set, then add Smoky Market Flaked Salmon. Spoon onto plates and sprinkle with chopped chives. Top with a dollop of sour cream and lemon zest if desired.

PRINT

**Quick & Smoky Breakfast Burritos**  
*A nutritious on-the-go breakfast for the whole family*

Makes 12 Burritos  
6 eggs, beaten

**Smoked Salmon & Asparagus Pasta with Lemon & Dill**  
*A superb entrée for elegant entertaining, creamy & delicious*

Serves 4  
1 lb. fresh asparagus  
2 large shallots, finely minced  
2 lemons  
6 oz. to 8 oz. Smoky Market Flaked Salmon  
1 lb. dried pappardelle or fettuccine  
3 tablespoons unsalted butter  
¾ cup heavy cream  
About 4 tbsp. chopped fresh dill or to taste

Snap ends off asparagus and slice diagonally into 2" pieces. Steam and drain while it is still bright green and set aside. Melt butter in a large pan and sauté minced shallots over medium heat until soft. Add zest of two lemons and stir gently. Slowly add heavy cream, stirring with a wooden spoon until it starts to thicken. Drizzle in fresh squeezed juice of both lemons, stirring constantly. Season with pepper and a little salt and turn off heat. Cook pasta in boiling salted water with a dash of olive oil, then drain well. Add pasta to cream sauce and toss gently. Stir in asparagus, Smoky Market Flaked Salmon and chopped dill. Top with a sprinkling of dill and serve.

PRINT

www.smokymarket.com is the consumer gateway to the product introduction.

FULLY COOKED, HICKORY SMOKED

**Smoked Chicken**

**SMOKY MARKET**

INGREDIENTS: Chicken seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

NEW WT. 24 OZ. (1.5lbs.) 672g



Nutrition Facts	
Serving Size 1/2 Cup (120g)	
Amount Per Serving	
<b>Calories 110</b>	<b>% Daily Value*</b>
<b>Total Fat</b> 10g	20%
<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%
<b>Total Fat</b> 10g	20%
<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
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<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%

Distributed by Smoky Market Foods, Webster City, IA 50595  
www.smokymarket.com

FULLY COOKED, HICKORY SMOKED

**Atlantic Salmon Fillet**

**SMOKY MARKET**

INGREDIENTS: Salmon seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

NEW WT. 24 OZ. (1.5lbs.) 672g



Nutrition Facts	
Serving Size 1/2 Cup (120g)	
Amount Per Serving	
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<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%

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*"Real Smoky-Ribbed Cuisine"*

**SMOKY MARKET**

FULLY COOKED  
HICKORY SMOKED


**Atlantic Salmon Fillet**

INGREDIENTS: Salmon seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

Distributed by Smoky Market Foods, Webster City, IA 50595  
www.smokymarket.com

NEW WT. 24 OZ. (1.5lbs.) 672g



Nutrition Facts	
Serving Size 1/2 Cup (120g)	
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<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%

*"Real Smoky-Ribbed Cuisine"*

**SMOKY MARKET**

FULLY COOKED  
HICKORY SMOKED

**Smoked Chicken**

INGREDIENTS: Chicken seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

Distributed by Smoky Market Foods, Webster City, IA 50595  
www.smokymarket.com

NEW WT. 24 OZ. (1.5lbs.) 672g



Nutrition Facts	
Serving Size 1/2 Cup (120g)	
Amount Per Serving	
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<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%
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<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%

**SMOKY MARKET**

FULLY COOKED, HICKORY SMOKED

**Smoked Chicken**

INGREDIENTS: Chicken seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

Distributed by Smoky Market Foods, Webster City, IA 50595  
www.smokymarket.com

NEW WT. 24 OZ. (1.5lbs.) 672g



Nutrition Facts	
Serving Size 1/2 Cup (120g)	
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**SMOKY MARKET**

FULLY COOKED, HICKORY SMOKED


**Atlantic Salmon Fillet**

INGREDIENTS: Salmon seasoned with garlic powder, black pepper, basil and sea salt.

KEEP REFRIGERATED

Distributed by Smoky Market Foods, Webster City, IA 50595  
www.smokymarket.com

NEW WT. 24 OZ. (1.5lbs.) 672g



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Serving Size 1/2 Cup (120g)	
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<b>Sodium</b> 100mg	20%
<b>Total Fat</b> 10g	20%
<b>Total Protein</b> 12g	24%
<b>Total Carbohydrate</b> 10g	20%
<b>Sodium</b> 100mg	20%

Searching for the perfect label design to showcase product photography.



**SMOKY  
MARKET**

*Hickory & Applewood Smoked*

## ATLANTIC SALMON FILLETS

**INGREDIENTS:** Salmon seasoned with garlic powder, black pepper, sea salt and basil  
**KEEP FROZEN:** Make pinhole in package & thaw in refrigerator overnight. Use within 3 days.

Distributed by Smoky Market Foods, Webster City,

NEW WT. 24 OZ. (1.5lbs.) 672g

Nutrition Facts	
Serving Size 2 oz. (56g)	
Servings Per Container 12	
Amount Per Serving	
Calories 110	Cal. from Fat 60
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 0g	0%
Cholesterol 35mg	11%
Sodium 80mg	3%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars 0g	0%



**SMOKY  
MARKET**

*Hickory & Applewood Smoked*

## FLAKED ATLANTIC SALMON

**INGREDIENTS:** Salmon seasoned with garlic powder, black pepper, basil and sea salt  
**KEEP FROZEN:** Make pinhole in package & thaw in refrigerator; use within 3 days.

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NEW WT. 24 OZ. (1.5lbs.) 672g

Nutrition Facts	
Serving Size 2 oz. (56g)	
Servings Per Container 12	
Amount Per Serving	
Calories 110	Cal. from Fat 60
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 0g	0%
Cholesterol 35mg	11%
Sodium 80mg	3%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Sugars 0g	0%
Protein 12g	
Vitamin A 2%	Vitamin C 4%
Calcium 2%	Iron 2%

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

Final labels feature the appetizing Smoky Market photography.



Smoky Market products can be ordered through:  
[www.smokymarket.com](http://www.smokymarket.com)

If you have a design project on the horizon please contact:

**KEVIN AKERS design + imagery**

at 925.735.1015

or [kevin@kevinakers.com](mailto:kevin@kevinakers.com)

To learn more about Kevin's work,  
visit [www.kevinakers.com](http://www.kevinakers.com) and <http://issuu.com/akers>