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

Logos referencing vintage grocery store imagery.

Smoky
MARKET

Smoke and Stencils.

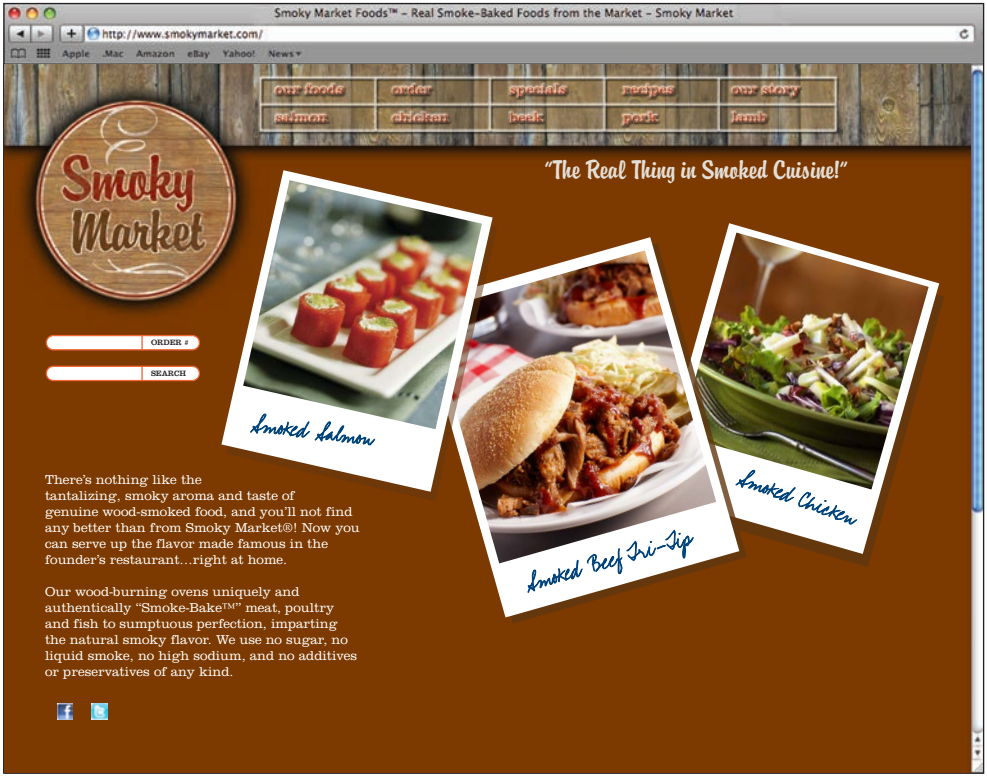
SMOKY MARKET

Emphasizing the traditional flavors of Smoky Market.

Telegraphing to the consumer the new flavors of Smoky Market.

SMOKY MARKET

Should we go modern woodsy....



or real backwoods?

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

Testing the various logos' usability on business cards.

The final Smoky Market symbol with adaptations and applications.

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

http://www.smokymarket.com/

Apple Mac Amazon eBay Yahoo! News

Real Smoke-Baked Cuisine

SMOKY MARKET

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

SEARCH

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!

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SEARCH

Smoky Market Recipes

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

Q QUICK RECIPE L LIGHT RECIPE

QUICK STARTS & SCRAMBLES

Q Smoked Salmon & Leek Scramble

A delicious & elegant entree for breakfast or brunch

Serves 6
12 large eggs
¾ 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

Q Quick & Smoky Breakfast Burritos

A nutritious on-the-go breakfast for the whole family

Makes 12 Burritos
6 eggs, beaten

SUPPER TIME

Smoked Salmon & Asparagus Pasta with Lemon & Dill

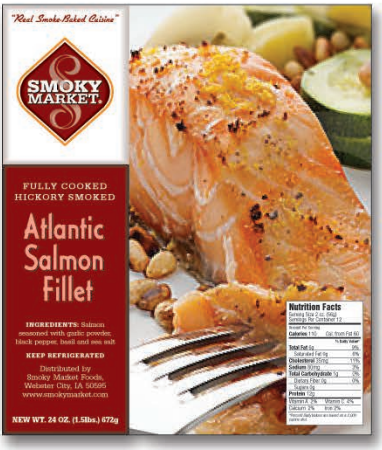
A superb entrée for elegant entertaining, creamy & delicious

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
3/4 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.



Searching for the perfect label design to showcase product photography.

Final labels feature the appetizing Smoky Market photography.

Smoky Market products can be ordered through:
www.smokymarket.com

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

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To learn more about Kevin's work,
visit www.kevinakers.com and http://issuu.com/akers