



KEVIN AKERS design + imagery

A Taste of San Francisco

Cariani Sausage Company has a very established brand of packaged meats but wanted to create a new line of Italian dry salami that celebrates the San Francisco heritage of the company.

Cariani retained Kevin Akers design + imagery to create a new brand identity and packaging system for “A Taste of San Francisco” that would appeal to Bay Area consumers as well as visiting tourists.

925.735.1015

www.kevinakers.com

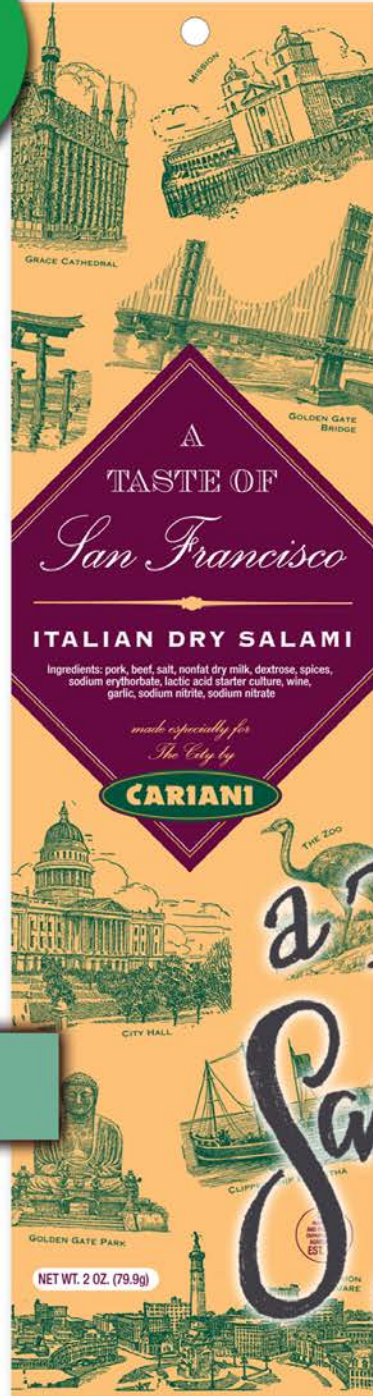
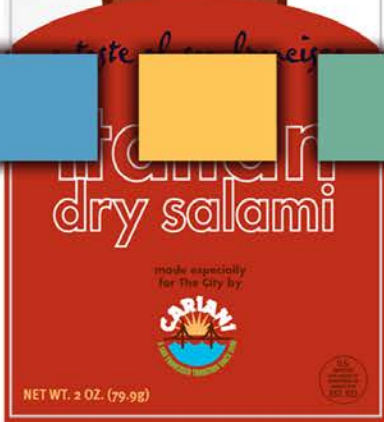


The original package was indistinctive and lacked brand personality.

a taste of
san francisco

ITALIAN
DRY SALAMI

a taste of
san francisco



Creative themes, typography and color schemes were explored.

Refrigerate after opening



a taste of
San Francisco
ITALIAN
DRY SALAMI

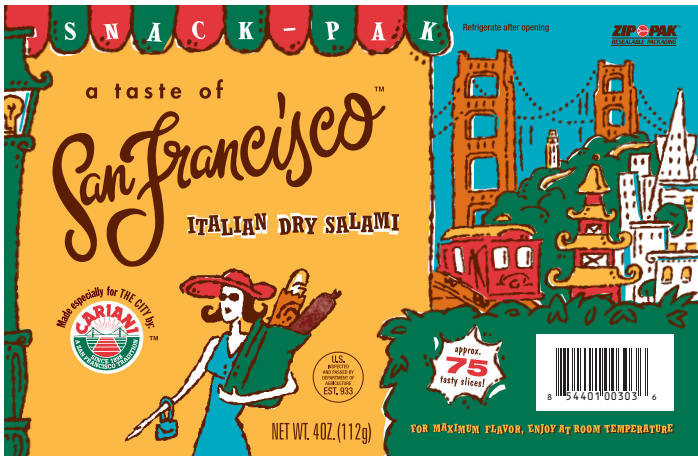


NET WT. 2 OZ. (56.6g)

The bold new design captures the flavor of Beat-Era North Beach.



The design had to adapt to packages of all shapes and sizes.



a taste of
San Francisco
ITALIAN
DRY SALAMI

San Francisco has been charming visitors since the beginning. From it's crisscrossing cable cars to the heights of Coit Tower and the majestic Golden Gate Bridge, people from around the world are drawn to The City. San Francisco is a travelers' paradise. Many of the city's landmarks have been made by visitors who have decided to stay.

The Spanish left beautiful missions, the Italians developed the flavor-lined streets of North Beach and the Japanese influenced the serene tea gardens of Golden Gate park.

In 1896, Luigi Cariani emigrated to San Francisco and gave the City another gift, Italian dry salami. Produced in the age old Italian style, delicately seasoned and blended, Cariani salami has become a traditional favorite of food-loving San Franciscans.

On a sandwich, on a pizza, in a salad or right out of the package, try some of our Italian dry salami and experience a Taste of San Francisco wherever you are.

a taste of
San Francisco
WINE FLAVORED
ITALIAN DRY SALAMI

Refrigerate after opening

approx.
600
tasty slices!

Made especially for THE CITY OF
CARIANI
SINCE 1936
SAN FRANCISCO CALIFORNIA

U.S.
INSPECTED
AND PASSED BY
DEPARTMENT OF
AGRICULTURE
EST. 1933

FOR MAXIMUM FLAVOR,
ENJOY AT ROOM TEMPERATURE

NET WT. 2 LB. (911g)

New items were designed for Snack-Paks, Party-Paks and individual sizes.



a taste of
San Francisco[™]

ITALIAN DRY SALAMI

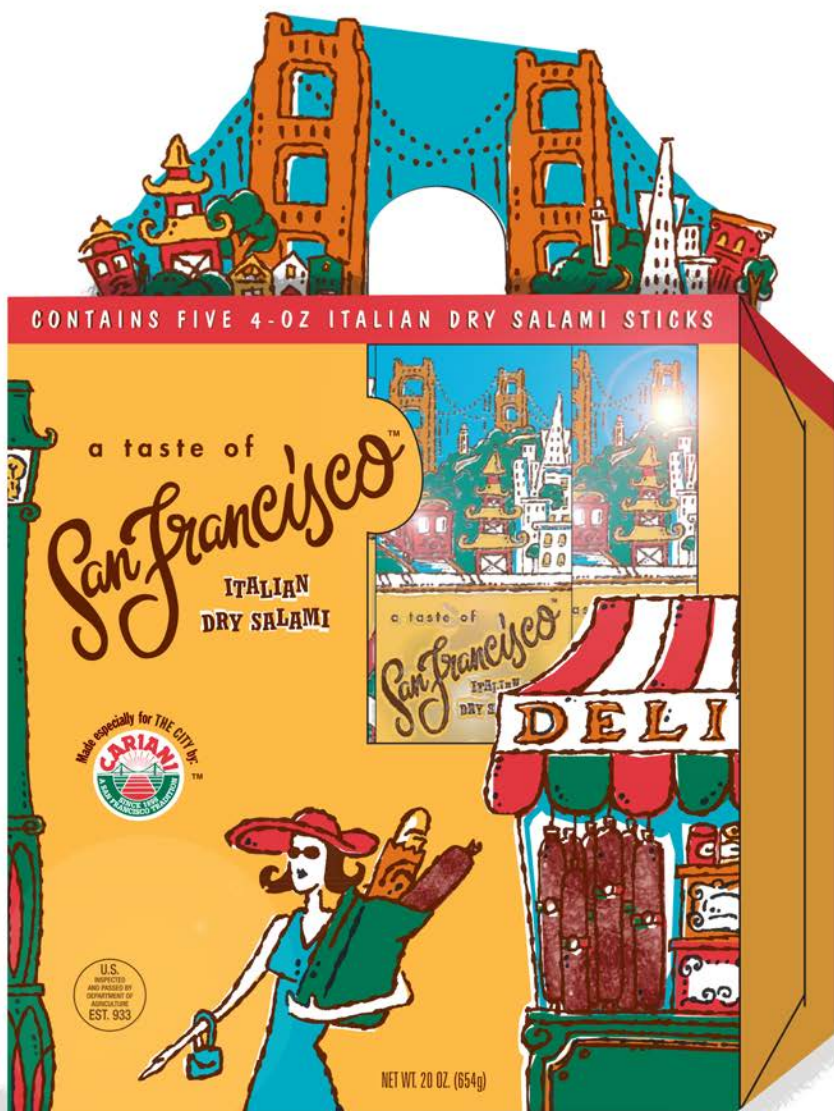
Made especially for THE CITY BY THE BAY
CARIANI[™]
SINCE 1938

Tony Scafino

It's Cariani Sausage Company
3190 Corporate Place
Hayward, CA 94545

(650) 854-7949 tel
(650) 854-7949 fax
tandbscafino@earthlink.com

Printed materials included custom holiday cards and a full set of business papers.



A gift pack carrier was designed for the Hawaiian tourist market

free sample

TRY ME!



a taste of

San Francisco

ITALIAN
DRY SALAMI

DELICIOUS



ITALIAN DRY SALAMI

Sample packs were sent to retailers to encourage taste tests!



Food show souvenir masks.



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

KEVIN AKERS design + imagery

at 925.735.1015

or kevin@kevinakers.com

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