

LEMONADE PACKAGE

PRODUCT TYPE

Branding, Package Design

CONCEPT

Freelance project discussed with the company, Bill's Lemonade. The client requested a pouch package to hold their sugar blend for customers to purchase at the store and to prepare at home.

The client indicated that the tone of voice of the package would be fun and playful. It was also crucial to include a set of directions that were simple enough for people of all ages to follow.



Nutrition Facts

servings per container
Serving size (64g)

Amount per serving (one scoop)

Calories 80

% Daily Value*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g 0%

Cholesterol 0mg 0%

Sodium 0mg 0%

Total Carbohydrate 21g 8%

Dietary Fiber 0g 0%

Total Sugars 21g

Includes 21g Added Sugars 42%

Protein 1g

Vitamin D 0mg 0%

Calcium 1mg 0%

Iron 1mg 0%

Potassium 55mg 2%

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

Amount per gram: Fat 4 • Carbohydrate 4 • Protein 4

INGREDIENTS: (30g) Sugar, Fructose,

Flavor, Silicon Dioxide, Natural

Flavors (50g), Whole Lemon



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