

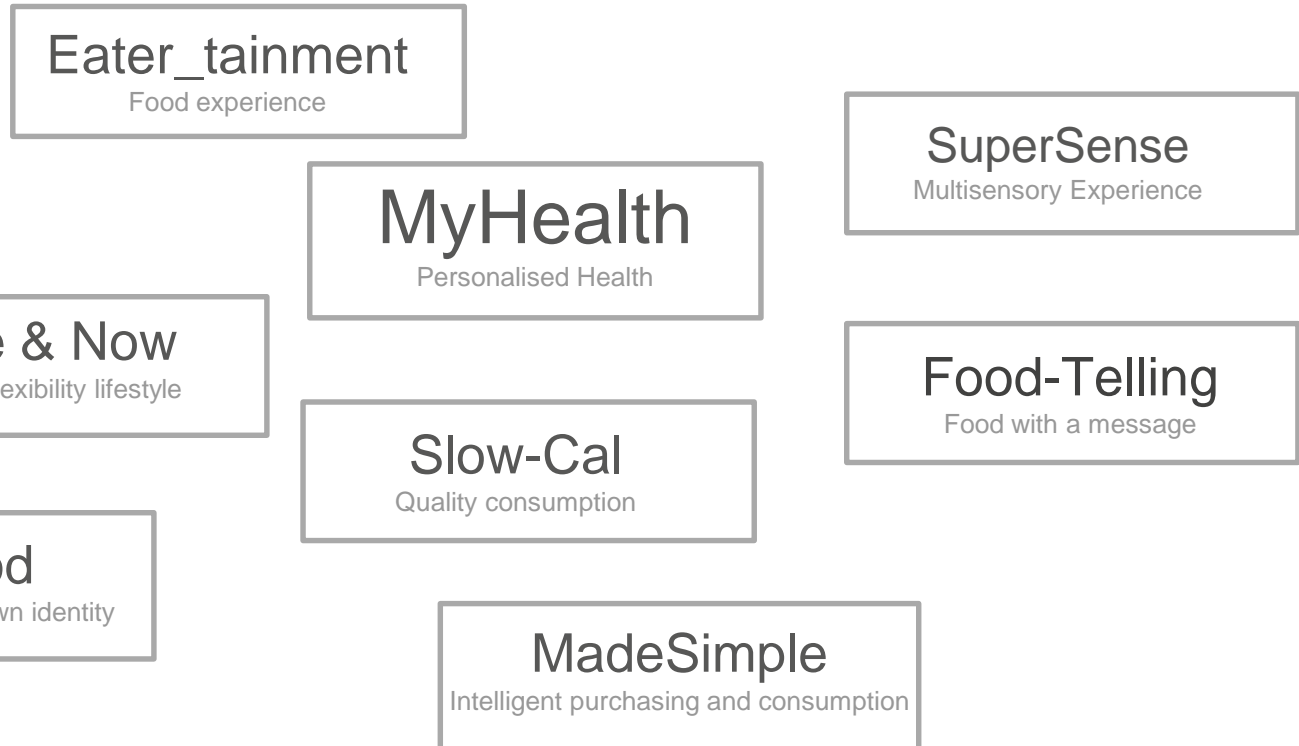
epda¹⁸
AWARD
FUTURE PACKAGING

Topic: Health Food

Health food is considered to be beneficial to human nutrition and believed to promote or sustain good health. It is supposed to be grown without the use of pesticides, shall contain (almost) no artificial ingredients and lots of vital nutrients. Foods marketed as health food are commonly understood to be natural foods, organic foods, whole foods, and sometimes vegetarian or dietary supplements.

Top 8 Food Trends for 2020

Source: <https://www.treehugger.com/green-food/8-food-trends-2020.html>



Global Food & Drink Trends 2018

Source: <http://www.mintel.com/global-food-and-drink-trends/>

1) Full Disclosure:

Consumers require complete and total transparency from food and drink companies.

2) Self-fulfilling practices:

As more consumers find modern life to be hectic and stressful, flexible and balanced diets will become integral elements of self care routines.

3) New Sensations:

In 2018, the sound, feel, and satisfaction that texture provides will become more important to companies and consumers alike.

4) Preferential Treatment:

A new era in personalization is dawning due to the expansion of online and mobile food shopping.

5) Science Fare:

Technology will begin to disrupt the traditional food chain in 2018 as enterprising manufacturers aim to replace farms and factories with laboratories.

More food for thought

What will we eat in 2020? By Tim Benton. Learn [more](#).

Future Food 2050. Learn [more](#).

Global Food and Drink Trends by Mintel. Learn [more](#).

Top 8 Food Trends for 2020 by Melissa Breyer. Learn [more](#).

10 big trends for agriculture by Jim Carroll. Learn [more](#).

Food safety and changes in farming. See www.europa.eu

BRIEF: DESIGN A PACKAGING FOR HEALTHY FOOD

Your task is to design an innovative primary or/and secondary packaging for healthy food targeted at consumers living in 2020 and beyond.

Feel free to choose the food category: meat or fish, vegetables and fruit, cereals, dairy – or new food products such as insects.

Think of new packaging material and shapes and exploit new ways to communicate with the consumer on the pack.

Judging Criteria

The designs will be judged using four main criteria:

1. Innovation and uniqueness level

Does your packaging allow to prevent and maintain one's wellbeing and health? How eater-taining is it? To what extent does your packaging offer customized and personalized features thanks to online and mobile shopping?

2. Aesthetic and visual design values

How aesthetic, eye catching, appealing and outstanding is the visual design? Does the texture of the packaging offer new, multi-sensorial experience?

3. Functional and usability

Does your concept allow intelligent purchasing and consumption? Are the materials sustainable and environment-friendly? Does the package have a second life? Does your concept help to manage time, health and the instant gratification of consumers' needs anytime and anywhere?

4. Communication values

Does the package respond to a demand for transparent, attractive and accessible information? Does the design concept connect the consumer to what he or she consumes providing authenticity and identification?

Requirements

1. All entries must be presented as template in digital format only and on a white background (download a template from www.epda-packaging.com)
2. Concept description: max. 500 words in English
3. 3D visuals of packaging and/or packaging concept
4. No company logo or designer's name should appear on the template, but a title is a must for entry identification
5. Each entry should be presented in one PDF file
6. If several entries are submitted, each entry should be titled, numbered and sent as a separate PDF file

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