

Rebranding the

Margate Smokehouse



Sharon and Jon first came to me just to print the labels for these amazing products. But it was more than obvious that the look doesn't come close to the flavour.

That needed changing.

Away with the black, depressing look.

Bring me sunshine.

This seemed to have hit the spot of their customers. Everybody loves the new look. The job was even picked up by the Label & Labeling Magazine.



MARGATE SMOKEHOUSE
3 Jarrett's Yard, Thanet Road,
Margate, Kent, CT9 1BW
Great Britain



KEEP REFRIGERATED

500g

INGREDIENTS: 75% FREE RANGE PORK SHOULDER,
RICE, SAUCE, SPICES, FAT, TSP, ESOO



THESE SAUSAGES WERE INSPIRED BY THE SPICES BROUGHT
TO THE HISTORIC VILLAGE OF SANDWICH IN KENT BY THE
SPANISH SAUSAGE MAKERS IN THE 16TH CENTURY.
SAUSAGE WITH A MILD SWEET AND CAYENNE PEPPER
FLAVOUR WHICH IS ENHANCED BY GENTLE SMOKING
OVER APPLEWOOD.

