

How Northwind's rebrand grew retail revenue 42%.

A specialty coffee roaster with great beans and invisible packaging. Six weeks later: a shelf presence that sells itself.

CLIENT	INDUSTRY	TIMELINE	SERVICES
Northwind Coffee Roasters	Specialty food & beverage	6 weeks · Q1 2025	Identity, packaging, launch

+42% RETAIL REVENUE IN 90 DAYS	3.1× SHELF PICKUP RATE IN STORE TESTS	6 NEW WHOLESALE ACCOUNTS	-28% PRINT COSTS VIA DIELINE REWORK
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THE CHALLENGE

Northwind roasted exceptional coffee but their bags disappeared on shelf — **kraft paper and a stamped logo** that read “generic bulk bin” next to national brands. Wholesale buyers liked the product and passed on the packaging.

WHAT WE DID

We rebuilt the identity around **origin storytelling**: a flexible label system where each farm gets its own color story, a wordmark that works at 12mm and 12 feet, and bags engineered to stand taller on shelf.

WHY IT WORKED

Buyers reorder what shoppers recognize. The new system made Northwind **the most photographed shelf in the aisle** — and gave the sales team a story to tell in every wholesale pitch.

“Our packaging finally tastes as good as our coffee. Buyers call us now.”

— Maya Chen, Founder, Northwind Coffee Roasters

WEEK 1-2 Discovery & strategy	WEEK 3-4 Identity system	WEEK 5 Packaging & print	WEEK 6 Launch & handoff
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WHAT SHIPPED

WORDMARK Identity system Wordmark, palette, type standards	LABELS Packaging series Origin-series label system, 8 SKUs	LAUNCH Launch kit Wholesale sheet, signage, social
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BEFORE → AFTER

ON THE SHELF	BEFORE	AFTER LAUNCH
Range architecture	3 unnamed blends	8 origin SKUs, farm-named
Facings in test stores	1 facing, bottom shelf	3 facings at eye level
Print minimum per design	5,000 bags, litho	1,500 bags, digital label
Wholesale sales cycle	9 weeks, avg.	4 weeks, avg.

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