

# Finding the sweet spot

## a sustainability strategy and holistically sustainable packaging designs for Bertolli

### Goal

The goal of this project was to craft a brand sustainability strategy for Bertolli and develop pasta sauce packaging designs for improved sustainability and a successful launch in the UK market. This thesis explored the intersection of the consumer, governmental, and scientific perspectives on packaging sustainability, while also balancing other important aspects (i.e., quality perception, feasibility, etc.) to realise a holistically sustainable packaging strategy.

### Resulting Proposal

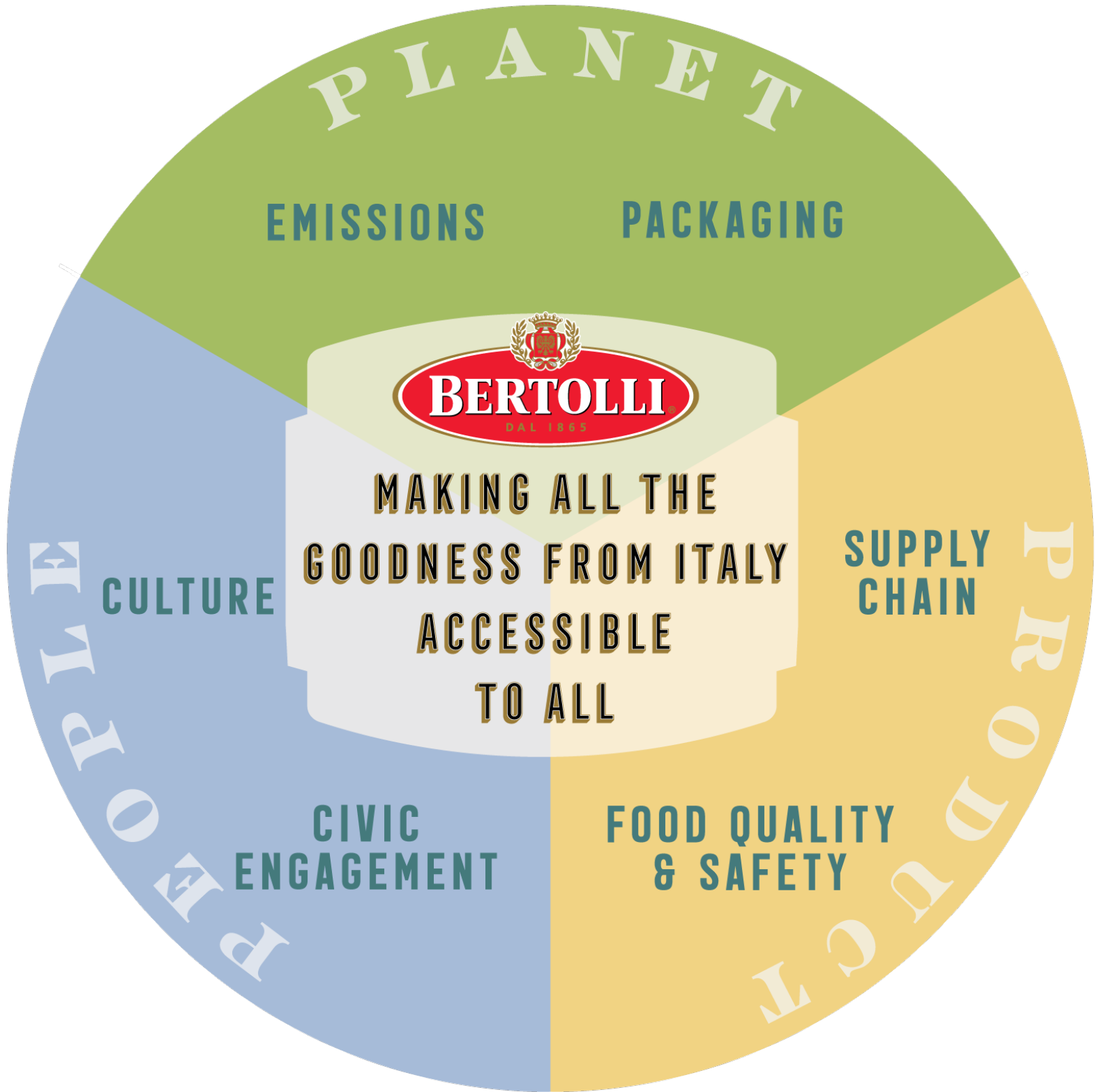
This thesis proposed a comprehensive brand sustainability strategy that addresses relevant material issues in an authentic way.

Concerning packaging design, a revamped design of Bertolli’s pouch pack format was proposed. Various sustainability cues (i.e., naturalistic graphic design style, claims, and sustainability information) were embedded to improve consumer sustainability perception.

For the long-term time horizon, two main strategies were proposed: direct-to-consumer models and reusable packaging models. Roadmaps were developed to guide Bertolli in implementing the proposed sustainability strategy and packaging sustainability improvements.

### Research

Background research into the system surrounding (Bertolli’s) food packaging was conducted via stakeholder interviews and desk research. To add, literature research into sustainable packaging design strategies, consumer behaviour, and brand sustainability strategy was carried out. Various tools and methods from literature were employed to develop the strategy and packaging concepts, which were refined based on internal and external stakeholder feedback, expert feedback, and consumer studies.



Proposed sustainability mission and pillars



Proposed short-term and medium-term packaging design



Back of pack message to inform consumers about the functional and sustainability benefits of the pouch

Accompanying webpage to raise awareness about the topic (and Bertolli’s sustainability mission)

Miki Hansen

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Committee

Dr. Lise Magnier  
Ir. Sijia Bakker-Wu

Company

Enrico Food

