

## Olivia & Marino

The deli shop by Pavesi – Barilla Group

FutureBrand has been involved by Pavesi to design the new image of Olivia&Marino, a new look able to bring to the forefront the appetite appeal of their products: Schiacciata (a kind of Focaccia), Sfilati (large bread sticks) e Sfoglie (crackers).

Launched in 2006, La Bottega di Olivia&Marino by Pavesi (Barilla Group) has soon become a food habit, thanks to its range of bakery products made tastier by a special creative touch inspired by the Italian bread tradition.

FutureBrand decided to keep the same logo, while Olivia and Marino, the two Bottega's owners, have been moved from the front of package to the back, making room for the products, their genuine ingredients and to some new serving suggestions.

Bottega di Olivia&Marino is a world full of passion, discoveries, care and adherence to the Italian food culture; the new packages enhance the offer and suggest different consumption moments: a simple snack, a tasty substitute for bread or a smart aperitif with some friends.



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