

MULINO BIANCO

Refreshing the bread range visual identity

Mulino Bianco, one of Barilla leading brands, has been offering tasty and genuine biscuits, cakes, snacks and breads for 30 years now and its products belong to the most beloved eating habits of millions of Italians.

One of Mulino Bianco product range is devoted to a wide offer of breads, a number of specialties to match everyone's taste and needs: white and soft bread, wholemeal bread, ciabatta bread, dry breads and crackers. Mulino Bianco bread range image needed to be updated to enhance each specialty characteristics as well as to make the brand spike attributes – authenticity and know how – come to the forefront.

FutureBrand, long lasting partner of Mulino Bianco as far as strategic design is concerned, has been appointed with the restyling of the bread range. The Agency has decided to give up the packaging traditional brown background and to choose a more contemporary white colour. The background stands for Mulino Bianco breads main ingredients: the flour, a basic and genuine ingredient capable of producing tasty breads.

Products have been represented under a more dynamic perspective so that the consumer point of view seems to be that of a baker working the dough on the bakery table.

Mulino Bianco new bread range image looks much more contemporary and fresh, genuine as Mulino Bianco products are.



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FutureBrand

