



markoff



CONSUMER

## OUTSTANDING

### Hot Chocolate

The Vosges creative team designed this gorgeous, foil-stamped book to accompany a limited-edition cheese and chocolate tasting box for die-hard foodies.

"The concept behind the design was to present this extraordinary food concept in such a way to inspire the reader to enjoy and have fun," says creative director Brenda Bergen. "The main challenge we faced was to present a vast amount of information in a clear, organized and engaging way."

The HOW judges were certainly engaged. "Small splashes of special printing techniques in an oversized format really made this piece stand out," says judge Sarah Whitman. "These techniques, combined with thoughtful typography and line illustrations, created a lushness that's usually only achieved using glossy photographs."

**TITLE** A Curious Contemplation on Fermentation through the Lustful Study of Cheese & Chocolate | **COMPANY/ORGANIZATION** vosges haut-chocolat, Chicago; [www.vosgeschocolate.com](http://www.vosgeschocolate.com) | **CREATIVE TEAM** Brenda Rotheiser Bergen, Jennifer Brush, Frank Garguilo, Christine Kanownik, Katrina Markoff, Alli Nash, Tselanie Townsend



1 The book was designed to accompany a decadent cheese and chocolate tasting box that retails for \$295.

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2 "Production went very smoothly on this project," says art director Brenda Bergen. "There were a few wishes that didn't make it into the budget, including gold string for the sewing and a spot high-gloss UV coating as opposed to a spot gloss varnish."



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**TITLE** Starbucks Japan DoubleShot

**COMPANY/ORGANIZATION** Starbucks Global Creative, Seattle; [www.starbucks.com](http://www.starbucks.com)

**CREATIVE TEAM** Derek Shimizu, Alisa Cohen, Fumi Watanabe, Steve Barrett

**BIGGEST CHALLENGE** The challenge was to launch a premium, ready-to-drink line in a very crowded coffee arena and to set DoubleShot apart as the best option.

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**TITLE** Red Fire Family (Toffee, Pecans, Tortilla Chips)

**COMPANY/ORGANIZATION** vosges haut-chocolat, Chicago; [www.vosgeschocolate.com](http://www.vosgeschocolate.com)

**CREATIVE TEAM** Brenda Rotheiser Bergen, Alli Nash

**DESIGN APPROACH** The Red Fire line is comprised of three chocolate-covered products that come alive with the addition of chillies. The mariachi band is representative of both the company's tagline, "travel the world through chocolate," and the history of chillies and chocolates, which were first combined by the Aztecs.

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