

## **Munchy Seeds**

Brand repositioning, brand identity, graphic packaging redesign, digital

Here's a test. What is it that your brand actually does? Are you making snacks? Are you making ingredients for cooking? Are you perhaps making bird food? Munchy Seeds looked like they could have been doing any of them. Tired packaging, tiresome messaging. We encouraged the brand's original ethos and produced an identity that puts the nutritious into nibbling and the mindful into munching.

**munchy  
seed \$**





**munchy  
seed**

Scoop your  
Original Mix







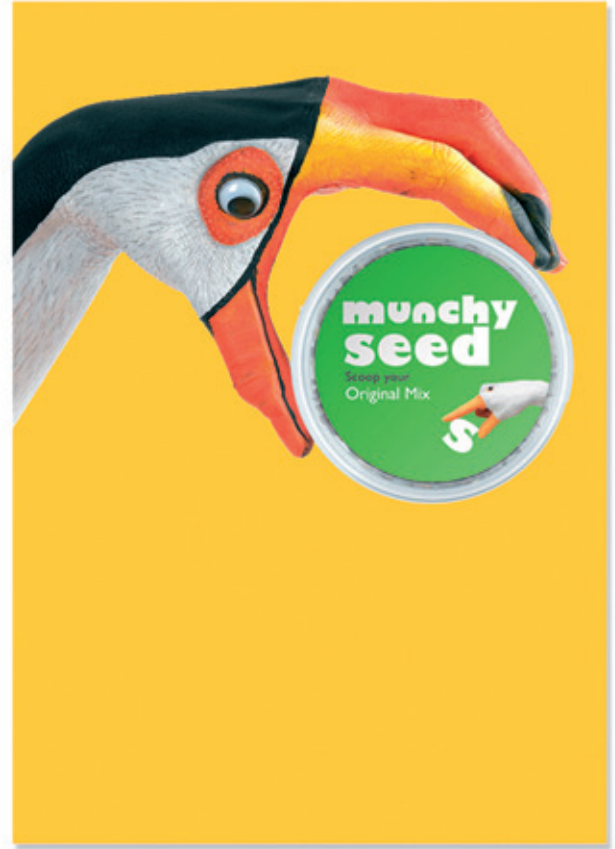
# munchy seed

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Guiltfree goodness!





**fresh tip**

- For an adult only version, add a drop of peppermint oil to the sorbet mixture before churning.
- If you don't have an ice cream machine pour the mixture into a freezer proof container, cover and freeze until solid. Remove from the freezer, leave to soften for 10 mins, cut into small pieces on a clean chopping board, place in a bowl and mash with a potato masher until thick and slushy. Transfer back to 8-9 containers and freeze for 6-8 hrs or until firm.
- For a really creamy, smooth finish, remove from the freezer once frozen, cut into chunks and process in a food processor with 1 lightly beaten egg white, until slushy. Return to the containers and freeze until firm. Consume within 24 hrs of freezing.

**Kiwi & Lime Sorbet**

Serves 8  
Prep 35 minutes (plus freezing time)  
Cook 5 minutes

50ml / 1/4pt water  
450g / 1lb granulated sugar  
10 ripe kiwi fruit, peeled and diced  
juice of 4 lemons

- Place the water and sugar in a saucepan and heat until the sugar has completely dissolved. Increase the heat and boil rapidly for 2 mins. Remove from the heat and allow to cool.
- Meanwhile place the kiwi in a blender with the lime juice and allow to blend to a smooth paste. Combine the fruit paste with the syrup, taste and add a little more juice if desired. Pour the mixture into 8 freezer proof containers and freeze until firm.
- Churn in an ice cream machine until the sorbet has the texture of soft-serve ice cream. Turn out into 1 or 2 freezer proof containers and freeze until firm.
- Remove from the freezer and soften slightly. Serve in chilled bowls.

Nutritional values per serving  
Cal 377 | Fat 12 | 68g-10g

# munchy seeds



Keep your hands out of the biscuit tin and nibble on our deliciously nutritious roasted seeds instead!

Munchy Seeds are available from Waitrose, selected Tesco, health food stores and via mail order on 01778 813064 or at [www.munchyseeds.co.uk](http://www.munchyseeds.co.uk)



PUMPKIN MIX

old design



munchy  
seeds

Pour out your  
Vanilla Pumpkin

Dry roasted pumpkin seeds with  
vanilla flavoured sugar