

Retail sales rise from £250,000 to £1.3m in first 18 months from re-launch of new packaging & branding



For over 100 years, master cheesemakers Fivemiletown Creamery have been combining traditional, intuitive techniques with the purest, local ingredients to develop and produce Irish cheeses that are recognised as being among the finest in the world.

This independent creamery in County Tyrone had wonderful heritage in its name and values. Though neither were being communicated through the branding or its packaging.

Our brief was to create a brand identity and packaging solution that would reposition the company as a group of skilled and passionate artisan cheesemakers as well as resolve some practical problems such as print legibility and packaging materials.

At the heart Fivemiletown was a firm commitment to producing honest, wholesome products using techniques that remain faithful to the production methods of traditional cheesemakers.

We developed the brand to encapsulate these values within new typography, imagery and packaging. The existing packaging was based around hexagonal cartons which work well in terms of product display and stacking. They also imply the product's Northern Ireland heritage by association with the Giant's Causeway.

We replaced the complex full colour imagery on all packaging, with simple two colour black woodcut imagery. This not only achieved a more rustic look, it also reduced overall packaging costs by a sizeable margin.

Recently we have developed a full e-commerce customer facing website and developed the cheddar range to a resealable pack.

The company is now able to present itself as a confident and authentic heritage brand that can credibly communicate and engage with audiences all over the world.

- Retail sales rose from £250,000 to £1.3m in first 18 months from rebranding
- Increase turnover by 43%
- Generated PR to the value of £100,000 in first 12 months
- Massively increased distribution throughout Ireland, UK and Europe
- Reduced packaging cost
- 2007 saw the first dividend for farmers in 5 years
- Acquired Ryefield Foods in May 2007
- Won 1st prize at the Nantwich World Cheese Packaging awards HRH Prince of Wales made an official visit to explore the Fivemiletown model.