



CONCEPT

DREAMY - BIRD FAMILY BREAKFAST

The concept demonstrates that breakfast time is a unique opportunity for family reunions. Our daily hectic stressful life, makes us forget that real pleasures are hidden in simple things.

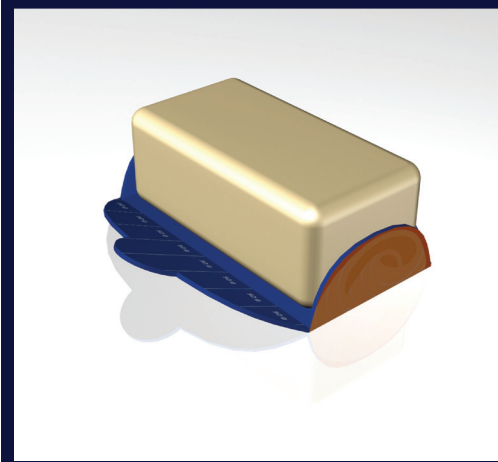
Through the smooth perfect taste of Valio butter and the Dreamy - Bird Family Breakfast package, we give the consumers the opportunity to travel with their minds to a world of pleasure and joy.

The Valio butter design, visually and metaphorically takes us to a new dreamy world, full of color. The Valio butter Eden.

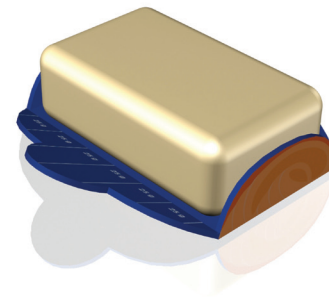
A new design on the structure of the pack allows for easy cooking uses, while supplying the users with a custom butter tray element for breakfast table presentation.



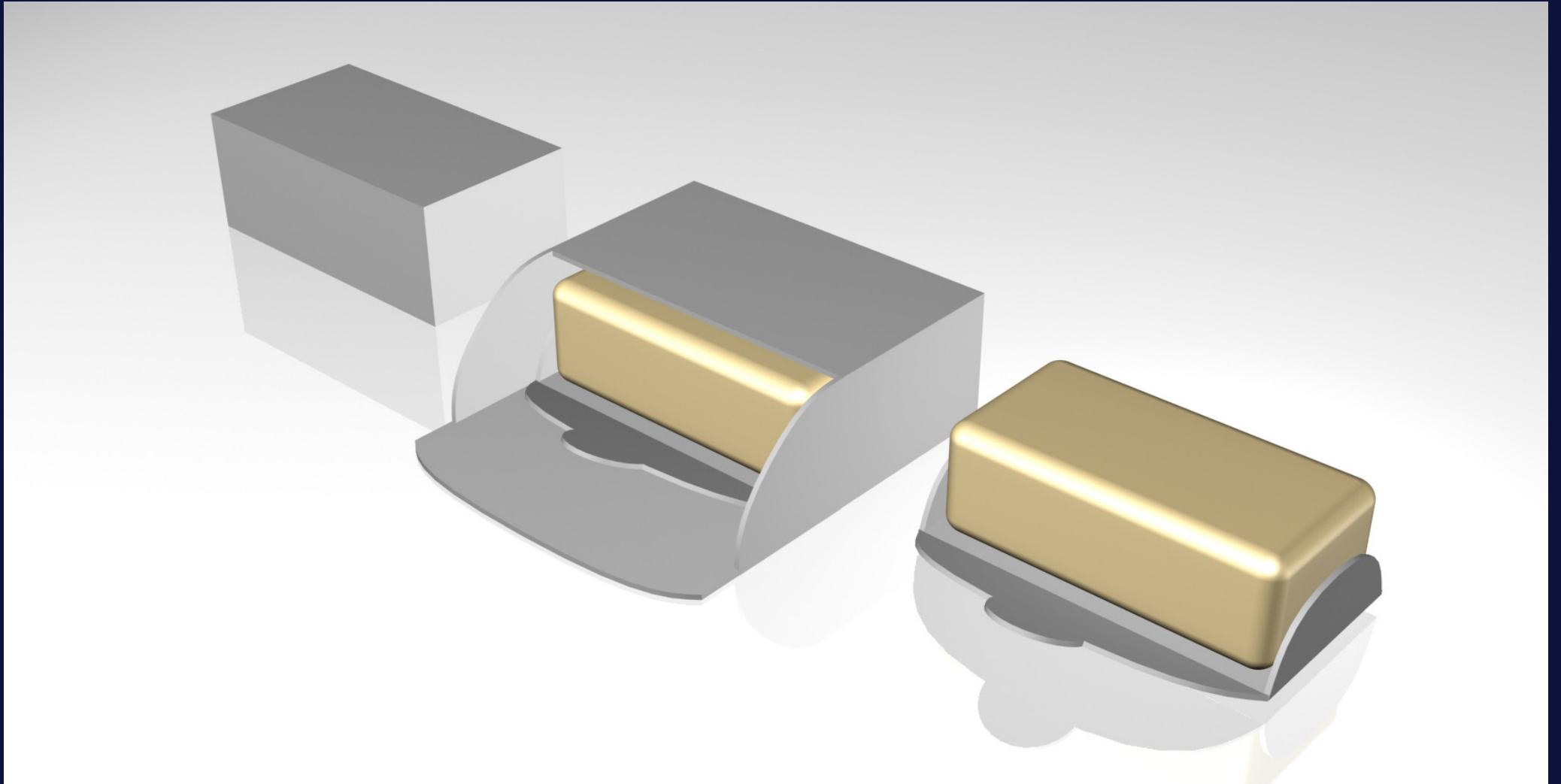
BUTTER



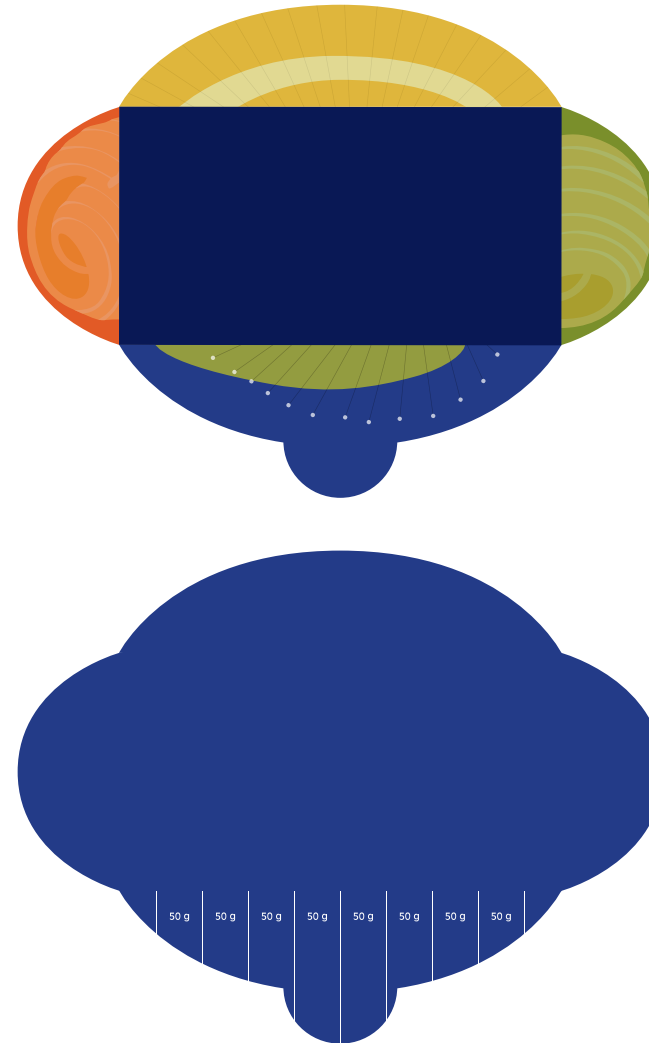
CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
BUTTER 500gr



CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
BUTTER 200gr



CONCEPT / DREAMY - BIRD FAMILY BREAKFAST



CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
BUTTER 500gr

JAM





CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
JAM



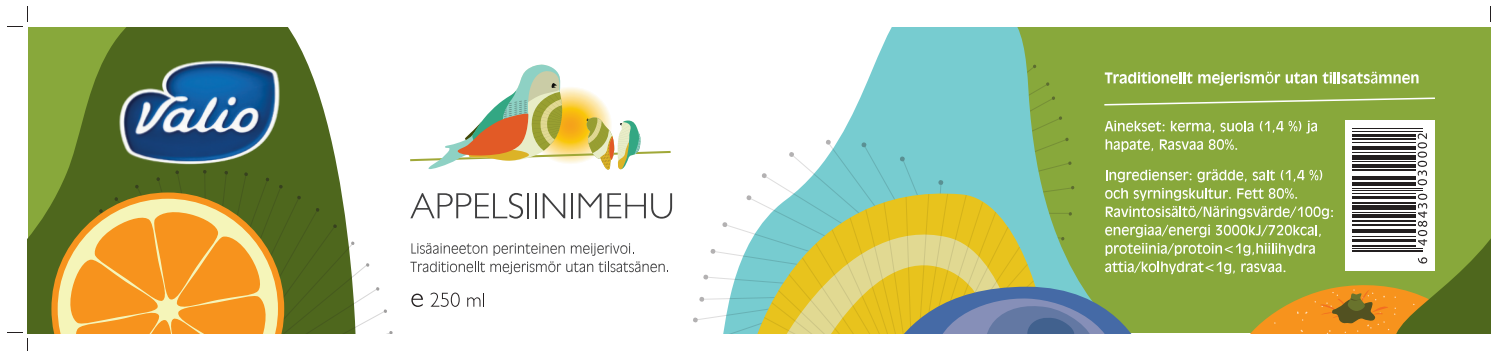
CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
JAM



ORANGE JUICE



CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
JAM



CONCEPT / DREAMY - BIRD FAMILY BREAKFAST
JAM