

24 AUGUST 2023



Session n°10:

Successes from agrifood entrepreneurs and SMEs in packaging and labelling



Caribbean Agrifood Business Series ...



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NELLA'S FOODS:

PACKAGING AND LABELLING DESIGN STRATEGIES FOR SUCCESS

By Onel Williams
Founder Nella's Foods



Company : Nella's Foods

Year Founded: 2017

Industry: Food Manufacturing

HQ: Kingston, Jamaica

Founder: Onel Williams

WHO WE ARE

A dynamic JAMAICAN startup food brand, heaven bent on RETHINKING traditional food options and REIMAGINING them into super value-added food products, made from homegrown indigenous Caribbean food ingredients.

WE WANT TO TAKE 'UNSEXY' FOOD CROPS AND INNOVATE THEM INTO SEXIER, HEALTHY FOOD BRANDS AND PRODUCTS

Onel is a product innovation leader, a marketing and sales professional with over 2 decades of related experience. He takes immense pride in bringing products/services from concept to market.

- **Best New Product Award 2021** – Jamaica Observer Food Awards
- **Breakthrough Product of the Year Nominee** – 2022:J MEA (Jamaica)
- **Grant Award** – Goddard Enterprise Ltd (Barbados) 2022



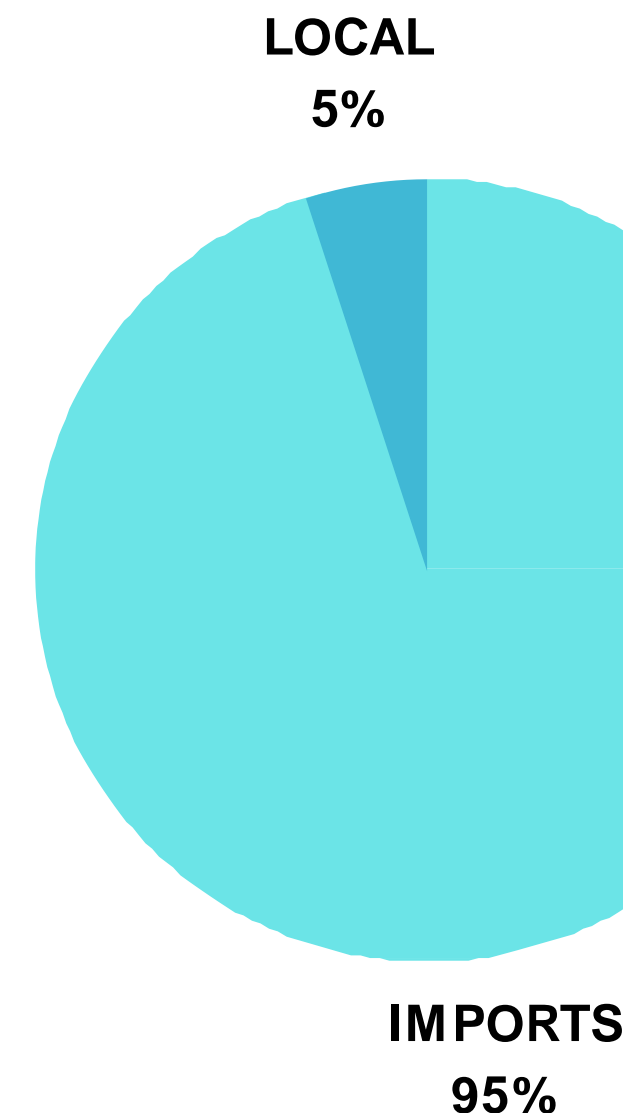
Onel Williams, Bsc. I.T, SPOC

OPPORTUNITY

- Recreating traditional food items with the use of wheat alternative starch products such as; cassava, sweet potato, and breadfruit.
- In the beginning, there were less than FOUR (4) local brands in the emerging "vegan foods" marketplace doing what we were doing in some form or the other.
- With most only dabbling in alternative wheat flour and the one-off artisanal snacks.
- No Jamaican brand was /is doing any special value add innovative food products at a commercial scale,



MAJOR BRANDS



STRATEGY TOOLS - APPLYING THE DATA

FIRST APPROACH

- Opportunity Identified
- Market Data
- Prototype Developed
- Product distributed to stores

SWEET POTATO PASTA

- Made with Jamaican Sweet Potato flour
- Manufactured in Jamaica
- Packaged in Jamaica



A GREAT PRODUCT - NOW WHAT ?!

CHALLENGES FACED

- Great public reaction but slow sales traction due to
 - 'Newness' of innovation – Jamaica by and large is a traditional Market
 - Lack of traditional marketing resources
- Inferior Packaging/Labelling– IMAGE IS EVERYTHING
 - Limited options for packaging solutions
 - Packaging differentiation low
 - Single SKU brand with low brand awareness – Lost at sea
- Pricing
 - Cost of inputs is still a challenge, as suppliers haven't adopted to offering more favourable prices of inputs



Jamaica Observer Food Awards

Best new product award 2021 –

NEW LOOK , WHO THIS ? HOW DID WE DO IT



SECOND APPROACH

- **BRANDING MAKEOVER / POSITIONING - CLEAN AND BOLD LOOK**
 - implies "RICH / FIRST WORLD"
 - included our targeted brand messaging - RETHINK FOOD/LOCAL/INNOVATION
- **PACKAGING MAKEOVER**
 - Reduced size and price to 1-2 serving portion
 - Affordable and convenient for most
 - Included a STANDUP POUCH to stand out face forward
 - Include a resealable pouch
- **SOCIAL MEDIA MARKETING FOCUS**
 - Tell our story / Don't hide behind the brand / Show your growth
- **PRODUCT DEVELOPMENT**
 - Introduce new products
 - Builds up brand awareness vs Single SKQ product

RESULTS

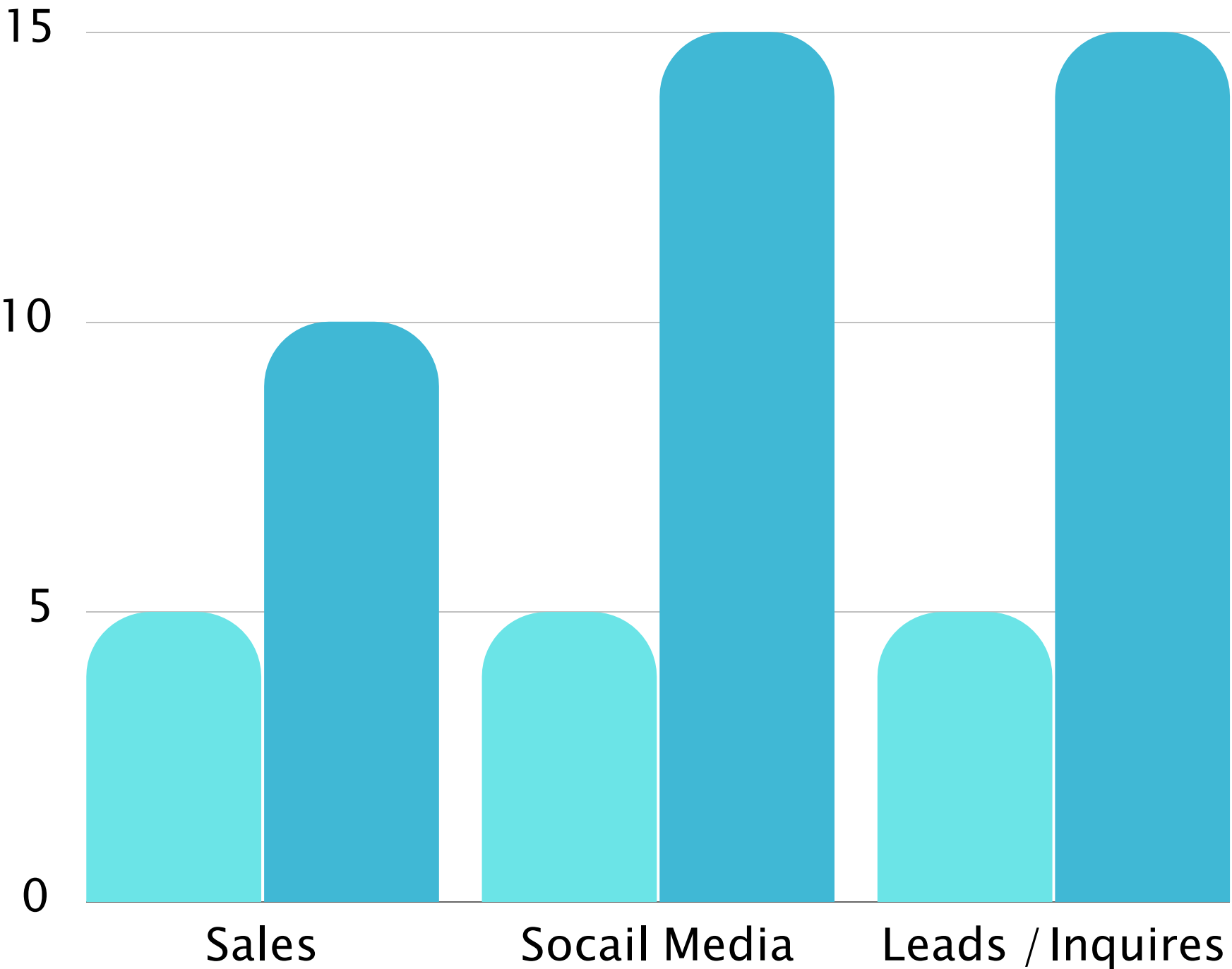


BEFORE



AFTER

**100% - 150%
IMPROVEMENT IN
METRICS**



STRATEGY TOOLS - REAPPLYING THE DATA

THIRD APPROACH

- Apply leanings, across all new product lines
 - Benchmarking
 - Positioning
 - Messaging
 - Packaging Functionality
 - Packaging Visibility
- STAY INFORMED

KEY
Takeaways

Products

Pasta Products



- Cassava
- Sweet Potato
- Elbows/Penne/Twists



Bammy

- Cassava

Bread Crumbs Plain

- Cassava



Bread Crumbs Seasoned

- Fried Chicken
- Jerk
- Seafood



Cassava Flour

Upcoming

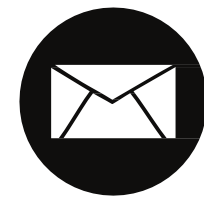
- Herbal Drinks
- Baking Mixes
- Porridges

nella's
Rethinking Food!

Let's Connect



www.nellasfoods.com



essentialgoodsja@gmail.com



876-334-0196

The background features several decorative geometric elements. In the top-left corner, there are thin, parallel teal lines forming a triangular shape. In the top-right corner, there is a cluster of overlapping semi-circles in teal, yellow, and pink. In the bottom-left corner, there is another cluster of overlapping semi-circles in teal, yellow, and pink. In the bottom-right corner, there is a large, faint teal arc and some thin parallel lines.

THANK YOU



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Thank you



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