

Don't touch that dial...  
**Leave  
It to  
'Berta**



Hello!

## ROBERTA MORRIS

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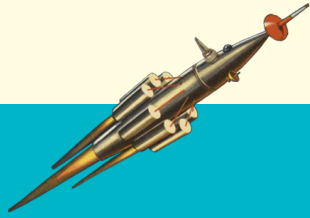
🌐 [linkedin.com/in/leaveittoberta](https://www.linkedin.com/in/leaveittoberta)



## Bordeaux Kitchen Naturals: Handcrafted Products

- \* The client is an author and photographer with a passion for French culture and cuisine.
- \* She was vegetarian, and then vegan, for many years before deciding to resume consuming animal products.
- \* She trained in butchery and studied techniques of ancestral methods.
- \* She's very passionate about sustainable and humane farming practices.

Check out her shop at:  
[etsy.com/shop/BordeauxKitchen](https://www.etsy.com/shop/BordeauxKitchen)



## The Mission

To create branding for a line of natural, handmade products—leveraging the existing caché of the client’s successful French-cuisine cookbook



## 'Berta's Role

To help brainstorm the product line name and to design a logo and practical packaging solution



## The Countdown

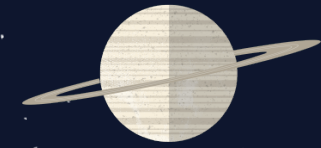
Working in tandem with the client, 'Berta researched, sketched, and conceptualized the brand with a 'nod' to the Bordeaux region and French culture and traditional cuisine

## A Successful Launch!

- \* The new logo mark and packaging was well received by customers.
- \* The client was able to promote her product confidently online and in brick and mortar stores.
- \* The client also saw a marked increase in sales through her Etsy shop.







**Not sure how your brand  
stacks up to the competition?**  
**Schedule your complimentary  
30-minute Test Flight today!**

