

CASE STUDY

AWESOME FOODS

REAL FLAVOUR. REAL VALUE.

A brand system, copywriting, user experience design and two web applications for a Botswana food brand with two kitchens - Awesome Spices and Awesome Pastries.

8

SPICE PACKS

13

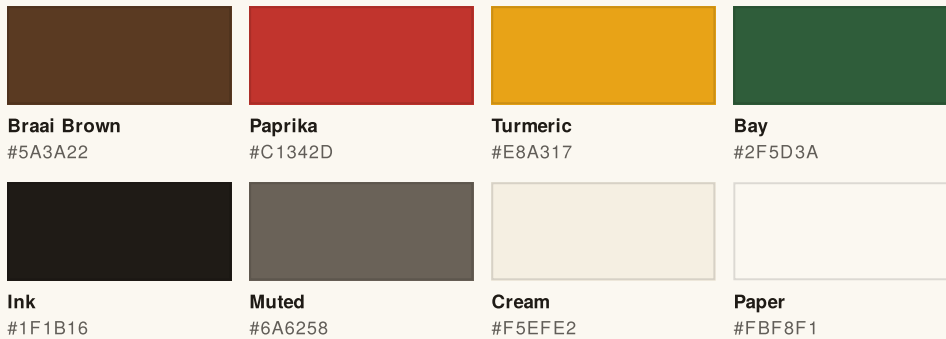
WEBSITE PAGES

2

WEB APPLICATIONS



ONE PACK COLOUR, EIGHT BLENDS



AA

Barlow Condensed

Pack names, headlines and the wordmark, set heavy and tight like a label on a shelf.

Aa

Barlow

Body copy, recipes and specifications, plain enough to read in a hurry.



02 - COPYWRITING

HONEST ON THE PACK

The copy fills the gap between expensive names and anonymous repacks with one promise - a proper brand at an everyday price. It says what is in the pack, how hot it is and how to get it, and it never pretends the website sells more than it does. The voice is homely, direct and honest.

HERO HEADLINE

EVERY MEAL, MADE AWESOME.

SECTION HEADLINE

THE GAP WE WERE BUILT FOR

BODY COPY

Awesome Foods is a Botswana food brand in two kitchens. Awesome Spices seasons the pot, Awesome Pastries bakes the bread, cakes and pies beside it, and our recipes put both to work - everyday food, made properly, at a price that works.

INTERFACE COPY

Eight packs, one heat scale. Filter by how much heat you actually want.

REASSURANCE

Pay on collection or on delivery. No card details are taken on this website, because the website takes no payment at all.

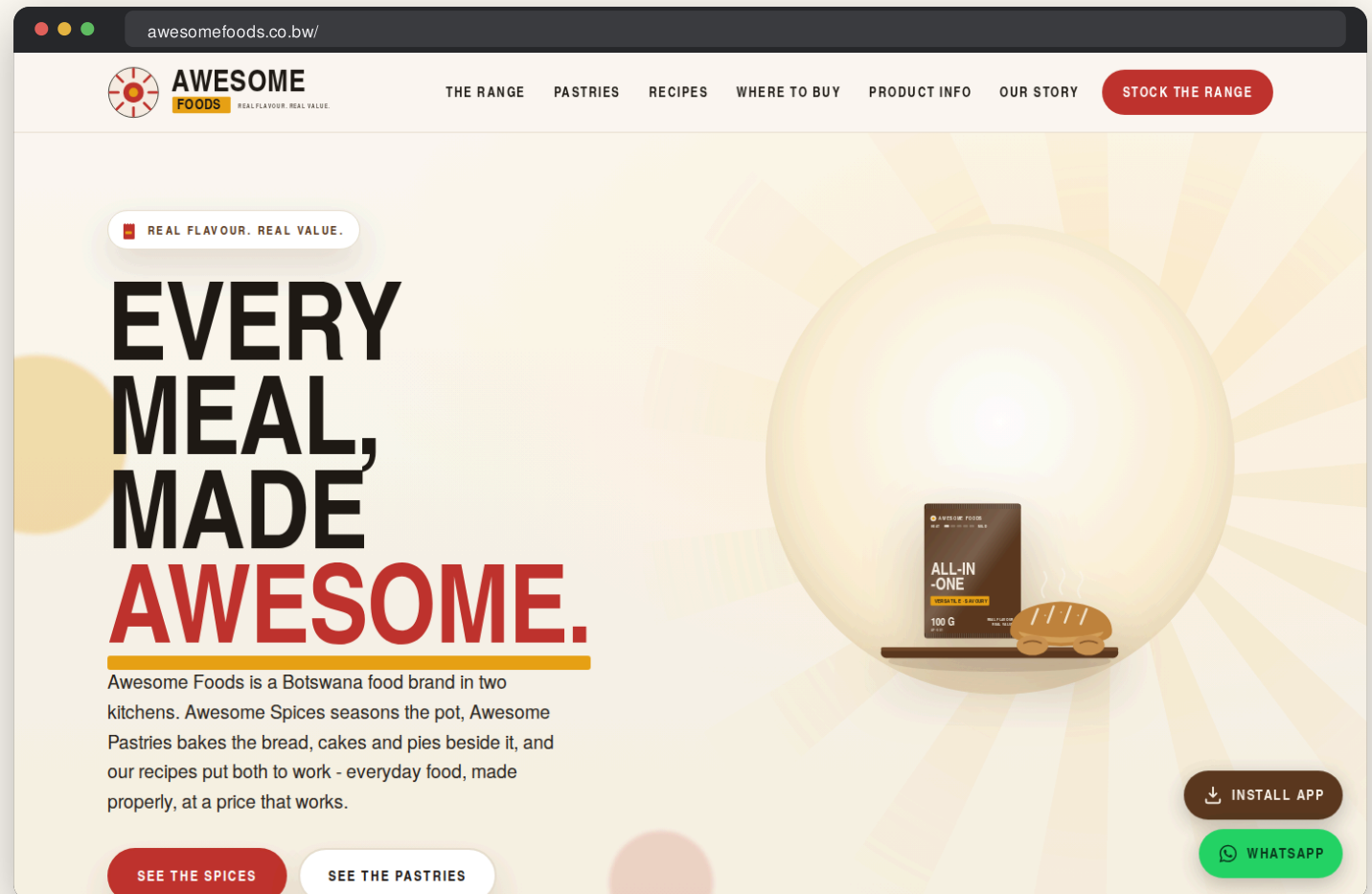
PRIMARY CALL TO ACTION

SEE THE SPICES

03 - USER EXPERIENCE DESIGN

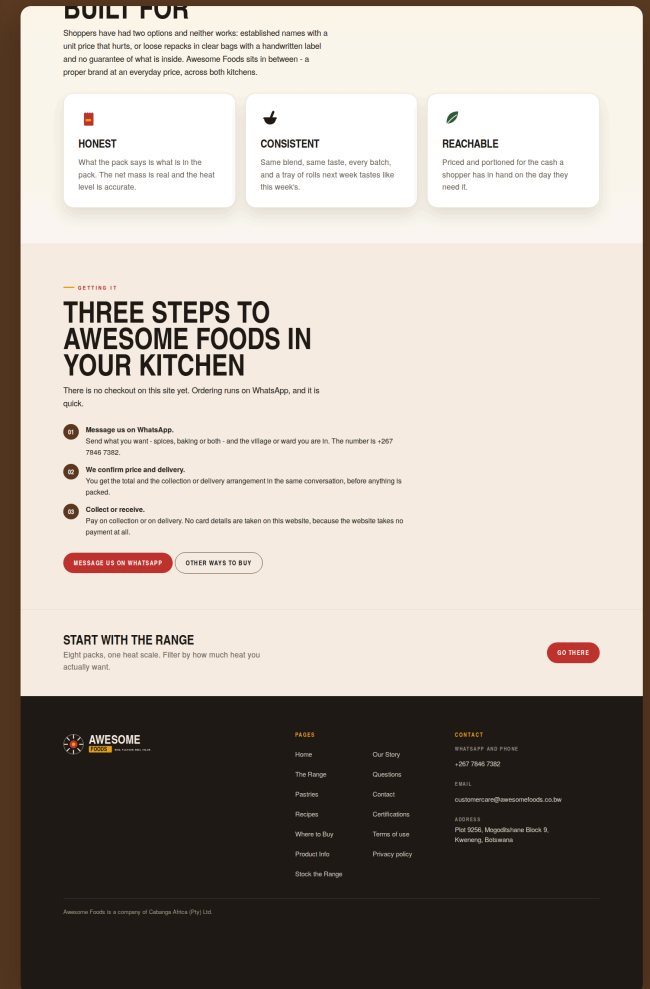
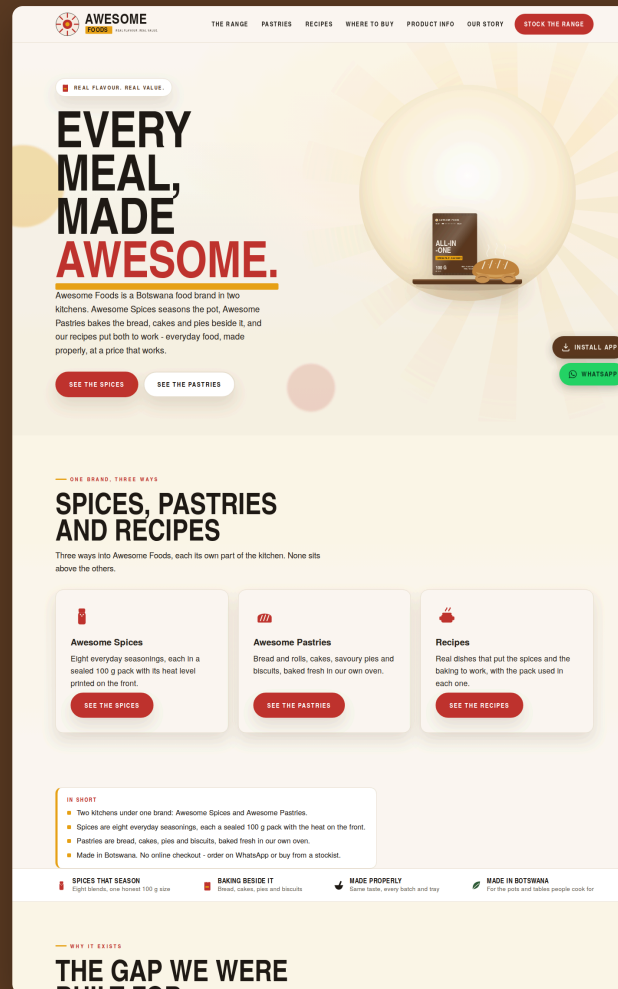
THE PACK IN THE LIGHT

The homepage opens on cream with a sunburst behind the pack and a fresh loaf, the headline in heavy capitals and a paprika accent on the last word. Two kitchens get two actions - see the spices, see the pastries - with install and WhatsApp floating in reach.



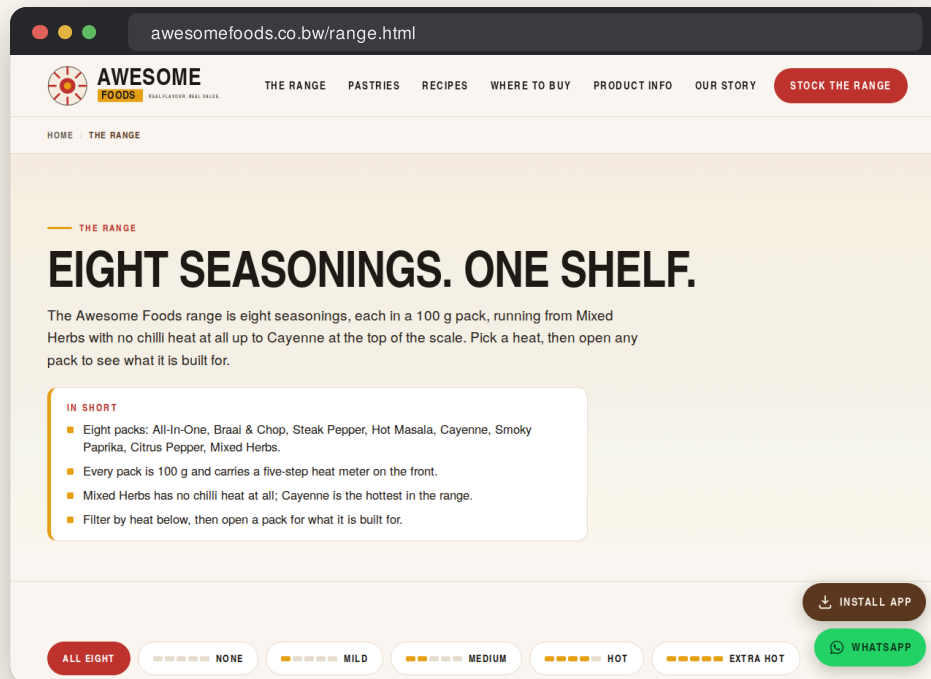
TWO KITCHENS, THREE WAYS IN

The journey moves from appetite to purchase. Three ways in - spices, pastries and recipes - then what the brand stands for, then why it exists, then three steps to get it into a kitchen on WhatsApp. The architecture carries thirteen pages, with the range, recipes, where to buy, product information and a trade page for shops and butcheries each one click from the navigation.



FIND THE FLAVOUR, THEN COOK IT

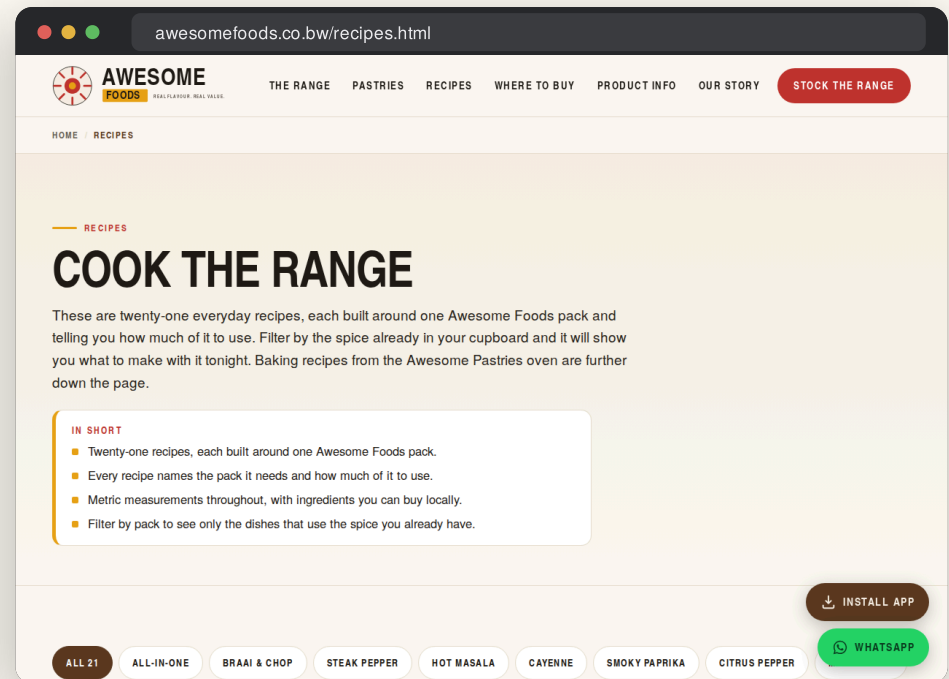
These are working applications, not catalogue pages. A shopper chooses a heat level or a pack, and the application narrows the range or the recipes to what fits, with every recipe linking straight back to the pack it uses.



THE RANGE

HEAT FILTER · PACK DETAIL

Eight packs on one heat scale, filtered by how much heat the shopper wants, with a detail drawer for each blend.



RECIPES

TWENTY-ONE DISHES · FILTER BY PACK

Everyday recipes filtered by the spice already in the cupboard, each naming the pack it is built around.

EVERY MEAL, MADE AWESOME.

A brand system, copywriting, user experience design and two web applications, built for
Awesome Foods and live on the web.

AWESOMEFOODS.CO.BW