

National

The Secrets
Behind their
Signature
Dish



To watch full episode visit:



National Foods Unveils New Packaging of Pakistan's No. 1 Recipe Mixes

Karachi, May 16, 2022: The leading food brand of Pakistan; National Foods is making strides towards a more innovative approach and has officially launched the redesigned packaging of Pakistan's No. 1 Recipe Mixes brand (as per Foresight Household Panel '22).

The pack communication is clean and easy to navigate, with ingredients always being the hero. The revamped design of recipe mixes range revolves around concept of diverse and vibrant colors which depict the rich culture, tradition and the proud nation of Pakistan. Each category is marked with distinguishing colors; the rice range is marked with a beautiful mustard whereas the Salan (Curry) range is depicted via a gorgeous purple. Fried range is shocking pink whereas a deep maroon brings in vitality to the succulent BBQ range.

The crescent pattern of the Pakistani flag lies at the heart of the National Recipe Mixes design, uniting the elements on the pack. Every motif at the pack distinguishes the diverse range that this category has to offer; Rice, Fried, BBQ, Salan, Haleem and Stir-Fried (Bhunna) to name a few. While the Rice Range motif is shown via the traditional rice bowl, skewers and grills depict the mouth-watering BBQ range. Every Garnish is depicted like the star from Pakistan's flag.

Furthermore, a seamless and smooth customer journey has been ensured through multiple ways; preparation is explained in both English and Urdu with visual depiction of each step. A unique spice meter indicates the level of hotness in the recipe mix. The MadeEasy QR code transports the consumer to the website for more creative dishes while the Hotlink establishes a direct connection between the customers and National Foods.

The reason behind this redesigning is in line with National Foods being a national icon and the belief that those who use National Foods' Recipe Mixes are proud to be crafters, inventors and innovators. Recognizable icons are important and design assets are effective because they trigger recognition, meaning and memory," said Aejaz Basrai, Chief Commercial Officer Culinary at National Foods.

With the new packaging launch, National Foods has once again set the bar high in terms of beautiful packaging and seamless customer experience.

About National Foods Limited

National Foods was founded in 1970 and started out as a Spice company. 5 decades later, it has diversified into a versatile Food Company with over 110 products and 300+ SKUs (Stock Keeping Unit) for the domestic market and over 100 different products for the international markets.