



## News Release

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### **New Packaging Showcases Artista Creativity Inside & Out**

*Artista, Berlin Packaging & Studio One Eleven Team to Produce 'Painterly' Packaging*

**Dallas** (TBD, 2006) – Artista Gourmet, a manufacturer of gourmet syrups, sauces and smoothie mixes, today rolled out creative plastic packaging unlike anything currently on the market. The packaging, which includes a new 750 ml PET, a liquor-style HDPE for sauces, and a 375 ml PET for retail, is a result of a close collaboration between Artista, Berlin Packaging, and Berlin's in-house design and branding practice, Studio One Eleven.

David Figueroa, Greg Figueroa and Glenn de Gruy, founders of Artista, had long been dissatisfied with plastic packaging options for their syrups. The available options weren't bold or high-end enough looking to match the experience of Artista. Cathy Damon, of Berlin, put Artista together with Studio One Eleven and helped find new, high gramweight performs that would allow for more creative embellishment while performing as glass might.

The one mandatory was that the packaging needed to make use of the singular label design developed by Artista's creative team – consisting of Creative Director David Figueroa, Senior Art Director, Rebecca Cochran and Illustrator, Jared Osterhold. The resulting packaging makes liberal use of the label's swirl elements, the wax seal-style 'A', arches and carries an overall artisanal, hand-crafted feeling Artista has become known for.

"We were able to take advantage of a rare, blank slate opportunity and really appeal to the David Figueroas' gutsy creative instincts," said Studio One Eleven principal Scott Jost. "You won't find anything out there that has this kind of complex embossing and detail in the photoetching while performing as this packaging does. The

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Artista work has become one of the benchmarks by which we measure our work. We literally use it in meetings with our supply chain partners as a tangible example of the level of quality we expect from them.”

“Premium syrups are like premium spirits,” said David Figueroa. “It’s important that our customers be able to show off these products, much like a high-end bar shows off the best it has to offer. Berlin and Studio One Eleven helped us realize this unique vision through new package design and innovative manufacturing. We’re extremely pleased, and we think it’s going to mean better shipping costs, better retail displays, and ultimately, more sales for all our customers.”

### **About Artista**

Artista Gourmet was founded in 2004 by a team of taste experts with deep experience in the specialty coffee and gourmet packaged goods business. The company offers a complete line of syrups, gourmet sauces and smoothie mixes to specialty coffee retailers, restaurants, bakeries – anywhere creative food & beverage professionals are found. Artista is distributed throughout the United States, Mexico, Canada, Australia, New Zealand, Central America and several European countries.

For complete information on Artista, please visit [ArtistaGourmet.com](http://ArtistaGourmet.com).

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