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## UDI'S Revolutionizes the Gluten Free Category!

Up until recently, gluten free products have failed to live up to consumers' flavor and taste expectations, particularly with bakery items. Udi's, the #1 brand in the gluten free baked category, solved this with the launch of their gluten free bread line. These items have the same texture, flavor and appearance as their wheat counterparts. Capitalizing on its initial success, the Udi's brand continues to offer more product choices to mainstream consumers.

As a result of Udi's tremendous growth, the brand partnered with Hughes Design Group to establish a unifying brand strategy and visual identity for its line of products. We developed all components of the Udi's brand architecture: clarity of brand proposition, strategy & design research, package graphics, retail schematics and brand style guide. The result was a brand story that visually and verbally cued Udi's key point of differentiation, great taste. This is what the Hughes Design Group approach delivers, "actionable creativity" – integration of strategy and design that drives ROI.

### SOLUTIONS

A strong landmark on their signature yellow background creates a very distinctive brand block at retail

The use of color quickly informs shoppers of UDI's different flavors and varieties within and across its product portfolio

Open format package reveals and highlights the appeal and deliciousness of the brand's baked products

*See How Our Brand Strategy Has Had Significant Impact On Several Other Brands By Visiting [www.hugheslink.com](http://www.hugheslink.com)*



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