**The Hojiblanca Masters**

**RESUMEN**

Hojiblanca (DEOLEO) wishes to develop its product portfolio, incorporating a superior segment to the mainstream, in which the selection and mixture of oils represents a more Premium approach. The result is the Blends range, with a tool (Taste Code) to help the customer to identify and select flavours.

There is almost an oil for each person and for each occasion. The Hojiblanca Masters offer the best Blends. Oils with a personality and a name of their own, fruit of the nuances which emphasize the oil’s attributes, the fruity flavour, the spicy taste, the aroma: Alegre, Pícaro, Bravío.

Hojiblanca is the Extra Virgin Olive Oil category leader, and understands that creating a new product segment (Upper mainstream) requires depth of knowledge and contribution. As with the world of wine, in which the figure of the winemaker or technical director is the key decision maker with regard to the best proportion and mixture, this mastery is clearly applicable to the world of oil. The result is the Blends range.

Graphic Solution and Storytelling

The new opaque packaging with a spiral relief which covers the entire packing is inspired by the waves generated by the oil during grinding and succeeds in maintaining its organoleptic characteristics intact for longer. Inspired by the movement of a mixture of oils, it is far from the habitual category codes and invites you to discover its nuances and virtues. On the label we are able to incorporate elements into a recognized layout which serve to single out each of the oils in which the brand takes presence and entity so as to favour shelf recognition.

The Hojiblanca logo is more prominent and includes the discourse and the narrative of this new range in which the personality of each Blend, capturing our attention from first glance,leads us to explore the Taste Code in response to the expectation of the naming itself.

Each one incorporates an oil painted illustration in which the olives that make up the branches are of different varieties to reinforce the concept of mixture and combination. The coloured stripe supports the whole and immediately stands out on the shelf.

The Hojiblanca brand has three dimensions with relief and serigraphic varnish.

We highlight the Taste Code as a strategic element which helps the consumer and we link it with the same material to the name of each Blend.

A pack which contains the first three Blends: Alegre, Pícaro and Bravío, with tasting spoons to help make the staging even more spectacular.