

Case Study

● Client - Glen Urr Farmhouse Ice Cream & Sorbets

Glen Urr hand-make their own ice cream and sorbets on the family farm in Dumfries & Galloway. They use their award winning herd of Ayrshire cows to produce quality milk and cream which are used in the production.

● Brief

Glen Urr were looking at mass producing two tubs, which would be generic to all flavours of Ice Creams and Sorbets. Hoggett were asked to design and artwork the new packaging and labels.

● Response

After an initial meeting with the client, Hoggett produced a number of concepts. These looked at different colour options and styles to suit their current branding.

● Result

After the initial designs were presented and developed, the client showed a number of their current outlets for feedback. These were very well received and it was decided to take the black design forward for development.

At present, all their ingredients are 100% natural, but concerns were made that if one of their 20 flavours were to change the packaging would be unusable. To combat this Hoggett was able to design and print a range of 40 labels, including the gold, which are freezer proof. The 100% Natural was placed on the label, so, if one were to change, a new batch could be quickly printed and delivered. Different label colours were also used to differentiate between Ice Cream and Sorbet.

New outlets have given great feedback and Glen Urr are very happy with their final packaging.



Final printed 500ml & 125ml tubs



Digital freezer proof stickers printed in-house

