

## TO-GO PACKAGING/ROOM DELIVERY COLLATERAL: PACKAGING STUDY

Packaging for Made Market is clean and authentic, using more natural, recycled, and recyclable materials. The subtly printed logo on paper wrapping gives a reverential nod to farm freshness in a modern kitchen.

Made Market packaging emulates the feel of the farmer's market while maintaining aesthetic crispness and modern lines. It's convenient, yet environmentally responsible.

The focus is kept on the word "Made," expressing the concept behind the food of the restaurant: home-made, self-made, ready-made, and made to order. Made Market promises a fresh, home cooked meal or treat for every guest, and that home goodness is quick and easy to grab on-the-run.

