



savor

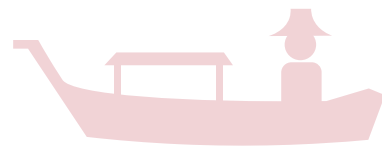


## What is Savor?

Savor is a subscription service that celebrates global cuisine by delivering monthly boxes inspired by a featured country each month. Each box includes three distinct sauces, carefully selected to showcase the authentic flavors of that month's country. Each sauce is accompanied by a custom recipe card, thoughtfully designed to inspire subscribers' culinary creativity and showcase the sauce's unique flavors. Savor's mission is to enrich its customers' culinary experiences by introducing subscribers to diverse and exciting flavors, encouraging them to explore and savor the world through food.

For presentation purposes, the example country of the month is Thailand.

## Discover the World, One Sauce at a Time.



# BRAND IDENTITY

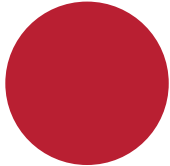
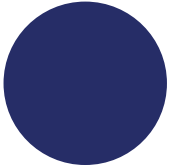
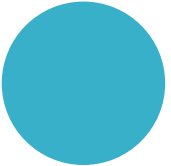
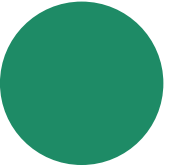
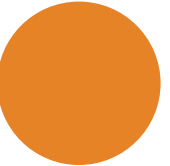
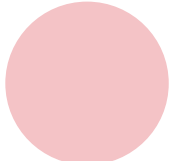
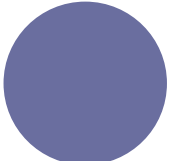
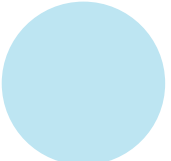

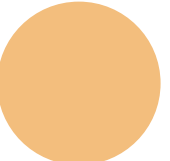
## TYPEFACES

Orbital - Bold: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

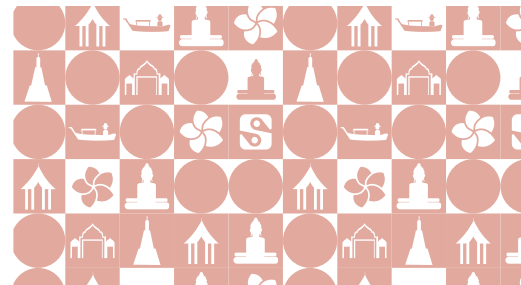
Avenir - Black: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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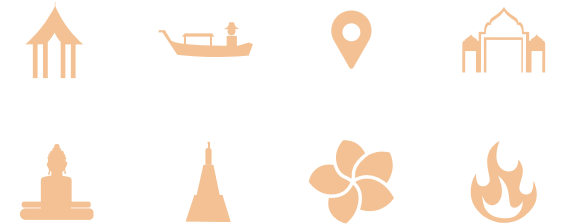
## COLOR SCHEME

<b>C</b> 19 <b>M</b> 100 <b>Y</b> 86 <b>K</b> 9		<b>R</b> 187 <b>G</b> 33 <b>B</b> 50	<b>C</b> 99 <b>M</b> 95 <b>Y</b> 29 <b>K</b> 18		<b>R</b> 40 <b>G</b> 46 <b>B</b> 104	<b>C</b> 67 <b>M</b> 11 <b>Y</b> 17 <b>K</b> 0		<b>R</b> 66 <b>G</b> 176 <b>B</b> 200	<b>C</b> 82 <b>M</b> 23 <b>Y</b> 73 <b>K</b> 7		<b>R</b> 38 <b>G</b> 140 <b>B</b> 104	<b>C</b> 7 <b>M</b> 58 <b>Y</b> 98 <b>K</b> 0		<b>R</b> 228 <b>G</b> 129 <b>B</b> 39
<b>C</b> 2 <b>M</b> 27 <b>Y</b> 12 <b>K</b> 0		<b>R</b> 242 <b>G</b> 194 <b>B</b> 198	<b>C</b> 66 <b>M</b> 59 <b>Y</b> 15 <b>K</b> 1		<b>R</b> 106 <b>G</b> 110 <b>B</b> 158	<b>C</b> 24 <b>M</b> 0 <b>Y</b> 4 <b>K</b> 0		<b>R</b> 189 <b>G</b> 229 <b>B</b> 240	<b>C</b> 10 <b>M</b> 3 <b>Y</b> 33 <b>K</b> 0		<b>R</b> 232 <b>G</b> 232 <b>B</b> 184	<b>C</b> 4 <b>M</b> 27 <b>Y</b> 56 <b>K</b> 0		<b>R</b> 242 <b>G</b> 191 <b>B</b> 127

## PATTERNS

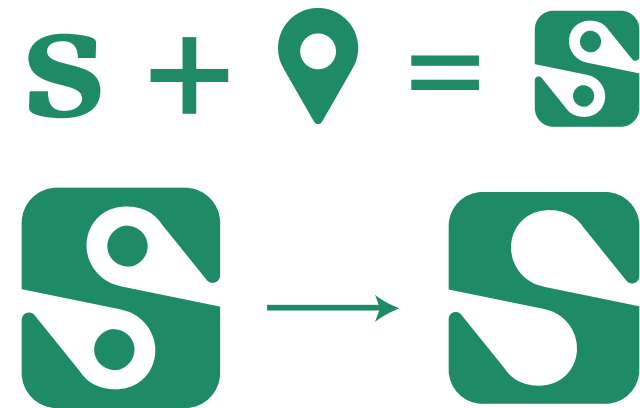


## ICONS



# LOGO VARIATIONS

LOGO PROCESS



LETTERMARK



COMBINATION MARK - STACKED



COMBINATION MARK - HORIZONTAL



WORDMARK

savor



# 01 SAUCES



Each Savor subscription box includes three distinct sauces, each representing the featured country of the month. While the label designs follow a consistent layout to maintain brand cohesion, each sauce is differentiated by a unique label color for easy identification in your kitchen. The labels are thoughtfully crafted to capture the essence of the featured country while ensuring readability and providing essential information such as the sauce name, spice level, and nutrition facts.

Label designs will vary from month to month as the featured country changes.





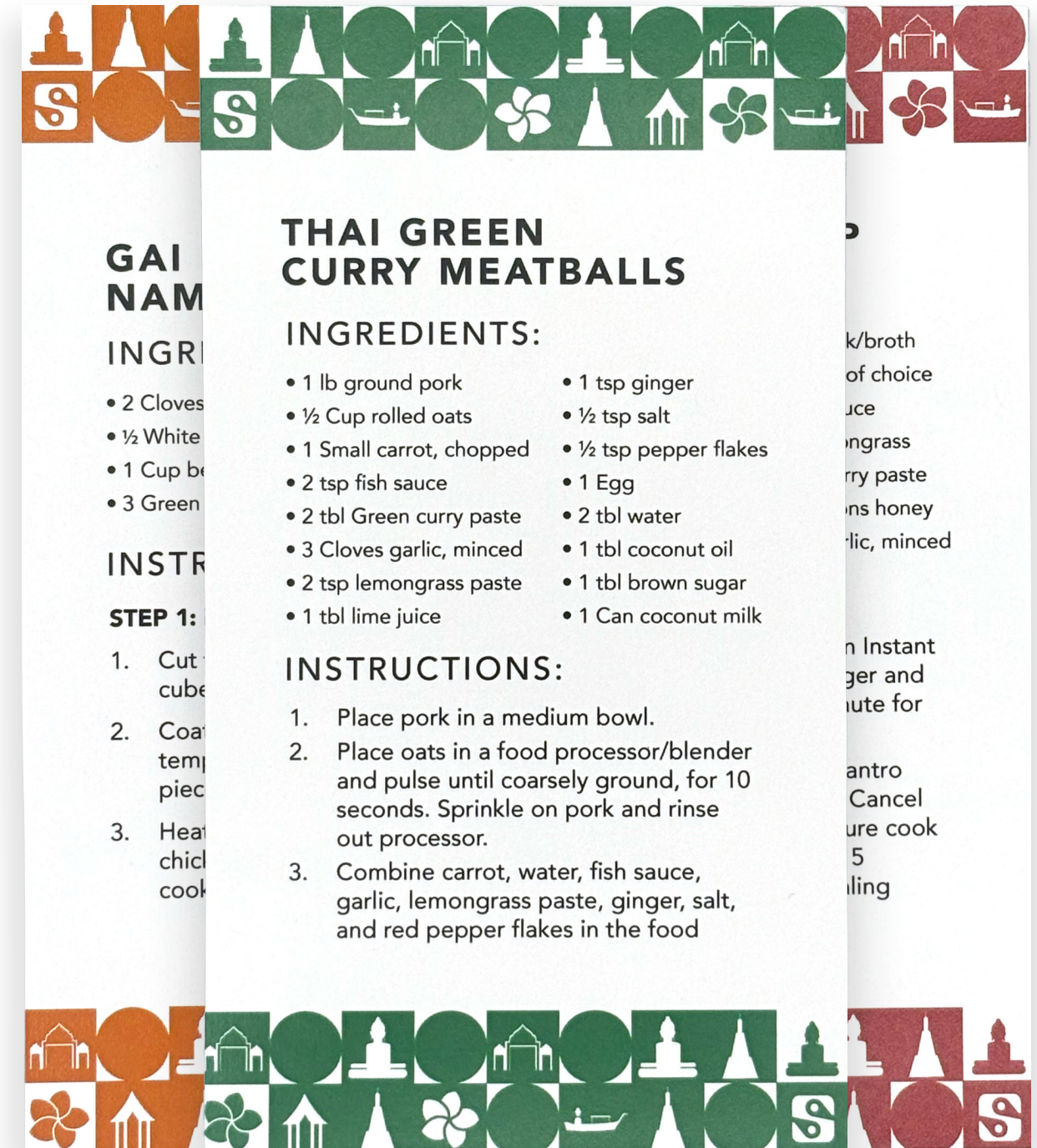


# 02 RECIPE CARDS



In addition to the three sauces, each Savor subscription box includes three exclusive recipe cards, each tailored to one of the sauces in the box. These recipe cards showcase creative ways to incorporate the featured sauces into meals, providing inspiration for subscribers. The design of each card aligns with the visual identity of the featured country while maintaining consistency with Savor's overall brand aesthetic, ensuring they are both engaging and easy to read.

Each recipe card design & color will vary from month to month as the featured country changes.







## THAI CURRY SOUP

### INGREDIENTS:

- 1 lb chicken
- 1 tbl olive oil
- Brown rice noodles
- 1 Can coconut milk
- ½ bunch cilantro
- ½ cup fresh basil
- ½ tsp ginger, minced
- 3 Cups stock/broth
- Vegetables of choice
- 2 tbl fish sauce
- 1 stalk lemongrass
- 2 tbl red curry paste
- 2 tablespoons honey
- 2 cloves garlic, minced

### INSTRUCTIONS:

1. Heat oil on SAUTE mode in an Instant Pot. Add red curry paste, ginger and garlic, and chicken pieces. Saute for 30-45 seconds.
2. Add broth, salt, fish sauce, cilantro and lemongrass and stir well. Cancel Saute and close the lid. Pressure cook on Manual/Pressure Cook for 5 minutes on high pressure (sealing position).



## THAI GREEN CURRY MEATBALLS

### INGREDIENTS:

- 1 lb ground pork
- ½ Cup rolled oats
- 1 Small carrot, chopped
- 2 tsp fish sauce
- 2 tbl Green curry paste
- 3 Cloves garlic, minced
- 2 tsp lemongrass paste
- 1 tbl lime juice
- 1 tsp ginger
- ½ tsp salt
- ½ tsp pepper flakes
- 1 Egg
- 2 tbl water
- 1 tbl coconut oil
- 1 tbl brown sugar
- 1 Can coconut milk

### INSTRUCTIONS:

1. Place pork in a medium bowl.
2. Place oats in a food processor/blender and pulse until coarsely ground, for 10 seconds. Sprinkle on pork and rinse out processor.
3. Combine carrot, water, fish sauce, garlic, lemongrass paste, ginger, salt, and red pepper flakes in the food



## GAI PAD NAM PHRIK PAO

### INGREDIENTS:

- 2 Cloves minced garlic
- ½ White onion
- 1 Cup bell pepper
- 3 Green onions
- 4 tbl nam phrik phao
- 3 tbl tempura flour
- 2 Cups chicken breast
- Oil for deep frying

### INSTRUCTIONS:

#### STEP 1: DEEP FRY THE CHICKEN

1. Cut the chicken into bite-sized cubes, trimming off any excess fat.
2. Coat the chicken pieces in the tempura flour, ensuring that each piece is covered.
3. Heat the oil to 350 degrees. Fry the chicken until golden brown and cooked through (roughly 3 minutes).





# 03 MAILER BOX



The Savor subscription box is designed to reflect the essence of the featured country of the month, incorporating unique patterns and designs inspired by its culture. The outside of the box prominently displays Savor's logo on multiple sides for visibility from multiple angles, along with the website on two sides for promotional purposes. When opening the box, subscribers are greeted by a landscape illustration representing the country of the month, accompanied by the phrase "A Taste of [Country of the Month]." This packaging is thoughtfully crafted to build anticipation and excitement, enhancing the unboxing experience.

Interior & exterior of each box will vary from month to month as the featured country changes.





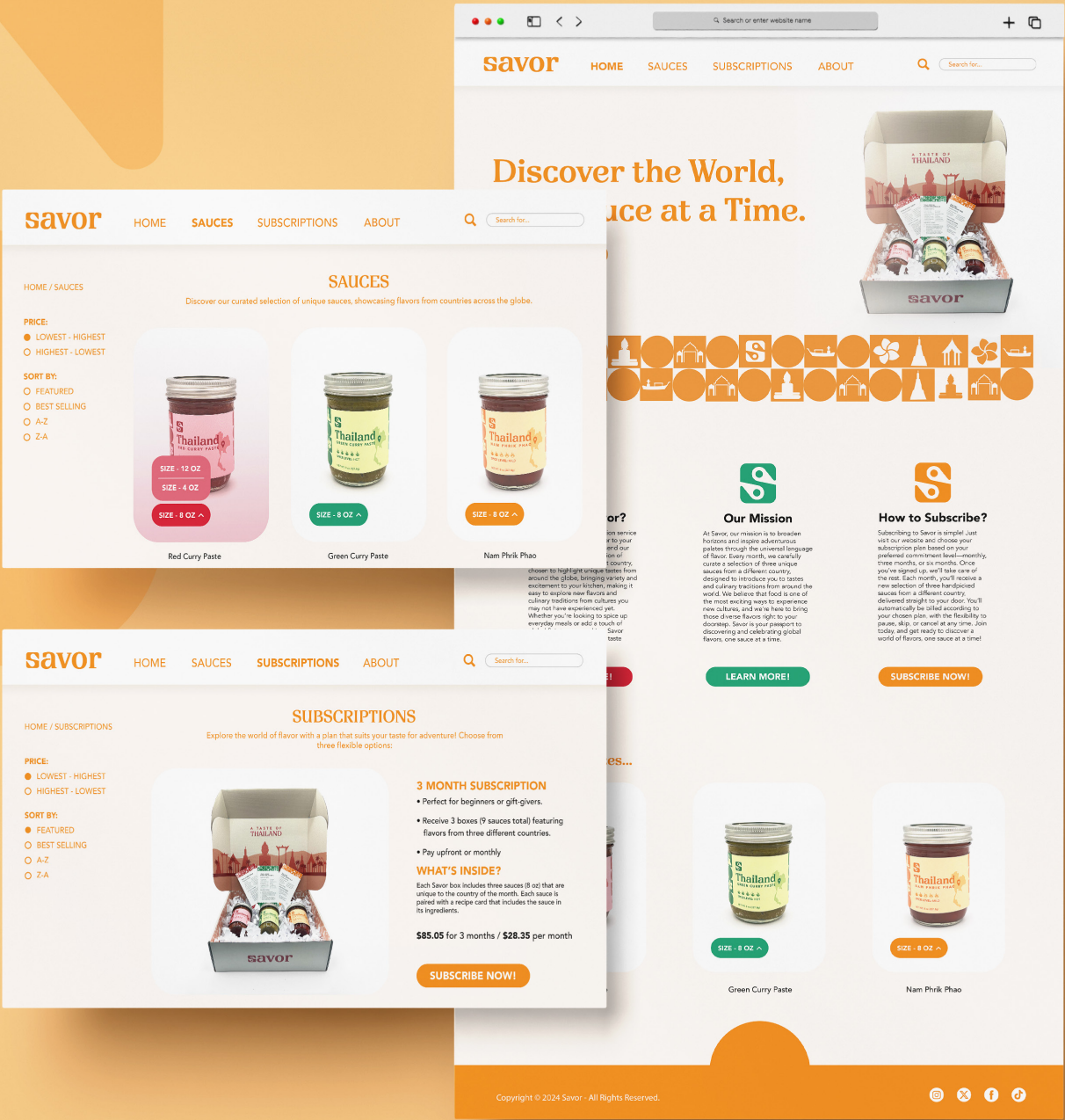




# 04 WEBSITE



Savor’s website is the central hub for customers to subscribe to the monthly box deliveries or purchase additional jars of their favorite sauces discovered through the subscription. The site features four key pages: a home page, a sauces page, a subscription page, and an about page, which shares Savor’s mission and origin story. Unlike the country-specific designs of the jars, recipe cards, and packaging, the website reflects Savor’s overarching brand identity, offering a cohesive and universal representation of the company.







savor

HOME

SAUCES

SUBSCRIPTIONS

ABOUT



Search for...

HOME / SAUCES

## SAUCES

Discover our curated selection of unique sauces, showcasing flavors from countries across the globe.

PRICE:

- LOWEST - HIGHEST
- HIGHEST - LOWEST

SORT BY:

- FEATURED
- BEST SELLING
- A-Z
- Z-A



SIZE - 12 OZ



Green Curry Paste



Nam Phrik Phao

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## MISSION

Our mission is to transform the way you experience food by opening the door to a world of authentic flavors. We believe that the joy of discovery extends beyond borders, and that this is one of the most exciting ways to connect with different cultures. Each month, we curate a selection of three unique sauces from a different country, designed to introduce you to authentic tastes and culinary traditions from around the world. We believe that food is one of the most exciting ways to experience new cultures, and we're here to bring those rich, diverse flavors right to your doorstep. Whether it's adding a twist to your favorite dish or transforming a meal entirely, Savor is your passport to

Our curated selection aims to broaden your palate with a variety of flavors—from spicy and tangy to rich and savory—that you may have never tried before. These aren't just sauces; they're expressions of cultural heritage, ingredients, and recipes passed down through generations. With every delivery, Savor provides not only high-quality, carefully sourced sauces, but also a story—a taste journey that allows you to experience the essence of a new destination in each bottle.

Our goal is to make it easy and exciting for you to explore the world, one sauce at a time, from the comfort of your kitchen. Whether you're a seasoned food lover or a curious home cook, Savor's subscription is designed to bring inspiration, adventure, and a splash of the extraordinary to your meals. Let us be your guide to a world of flavor, helping you savor and celebrate the incredible diversity of global cuisine.

## HOW IT STARTED

Savor started with a simple love for global flavors and the belief that food has the power to connect us with cultures around the world. Our founders, avid travelers and food enthusiasts, were constantly inspired by the unique sauces and ingredients they encountered on their journeys—from spicy sambals in Indonesia to rich chimichurri in Argentina. They realized that these incredible flavors weren't



### Our Mission

At Savor, our mission is to broaden horizons and inspire adventurous palates through the universal language of flavor. Every month, we carefully curate a selection of three unique sauces from a different country, designed to introduce you to authentic tastes and culinary traditions from around the world. We believe that food is one of the most exciting ways to experience new cultures, and we're here to bring those rich, diverse flavors right to your doorstep. Whether it's adding a twist to your favorite dish or transforming a meal entirely, Savor is your passport to

PRICE:

- LOWEST - HIGHEST
- HIGHEST - LOWEST

SORT BY:

- FEATURED
- BEST SELLING
- A-Z
- Z-A



### How to Subscribe?

Subscribing to Savor is simple! Just visit our website and choose your subscription plan based on your preferred commitment level—monthly, three months, or six months. Once you've signed up, we'll take care of the rest. Each month, you'll receive a new selection of three handpicked sauces from a different country, delivered straight to your door. You'll automatically be billed according to your chosen plan, with the flexibility to pause, skip, or cancel at any time. Join today, and get ready to discover a world of flavors, one sauce at a time!

ABOUT



Search for...

## SUBSCRIPTIONS

Choose from multiple options:

### 3 MONTH SUBSCRIPTION

- Perfect for beginners or gift-givers.
- Receive 3 boxes (9 sauces total) featuring flavors from three different countries.
- Pay upfront or monthly

#### WHAT'S INSIDE?

Each Savor box includes three sauces (8 oz) that are unique to the country of the month. Each sauce is paired with a recipe card that includes the sauce in its ingredients.

\$85.05 for 3 months / \$28.35 per month

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Discover the World,  
One Sauce at a Time.

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# 05 PROMOTIONAL GEAR



As Savor begins, promotional items such as aprons and tote bags will be offered as gifts to reward loyal subscribers. Three-month subscribers will receive a branded tote bag, perfect for carrying groceries needed for their Savor recipes. Six-month subscribers will be gifted a branded apron, designed to protect against spills while cooking and to express Savor's gratitude for their continued loyalty. As the business grows, these items will become available for purchase on the Savor website. Future plans include expanding the range of branded merchandise to include cooking utensils, pots, and pans, further enhancing the Savor experience.







**THANK YOU!**