Design/Rebranding of Andies Cafe
To go Packaging

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Table of Contents

Abstract 4
About Me 5
Problem Statement 6
Project Objective 7
Project Learning Objectives 8
Timeline 9
Process 10
  ✧ Background Research 10
  ✧ Tools Used 14
  ✧ Design Process 15
  ✧ Survey 19
Results 21
Project Reflection 27
References 30
Abstract

The following pages goes over the creation of To go packaging for a restaurant called Andie’s Cafe that sorely lacked it. The To go packaging that was created for this was Menus, Tamper Seal Stickers, Bags, and a Burger Wrapper. The goal in creating these is to increase there brand awareness and improve there current packaging branding.
About Me

Greetings. My name is Ryan Kastella, a Graphic Communication student at California Polytechnic College. Originally from Napa CA I’ve always enjoyed creating things and sharing these creations with others. I chose to do this project since i wanted to give back to my family and show them what i could do. To do this i decided to re-brand/design our family restaurants takeout packaging in a new way
Problem Statement

The purpose of this project is to showcase all that I’ve learned here at Cal Poly as well as sufficiently demonstrate some of my capability’s. The project in question is designing/ re-branding of a small restaurants Togo packaging. The restraint is called Andie’s Café located in Napa CA since 1995. Currently the Togo packaging for this restaurant is nonexistent except with one item being take home menus. The menus are cluttered making them hard to navigate which can be fixed with a better design. Without having branded Togo packaging there is a missed opportunity to advertise the restaurant which could increase their recognition and sales. Since Covid there has been an increase in Togo and Online ordering, with branded packaging they could leave a more lasting impression on customers to come back.
Project Objective

The project is to create multiple different takeout packaging items that fit the brand of the restaurant and are functional.

Tamper Seal Sticker
Designed to be placed on to-go bags and protect the contents from other people messing with the product within.

To Go Menu
Re-brand the current to go menu to have better formatting and readability. Also incorporate a tri-fold design to enhance user experience.

To Go Bag, and Burger Wrapper
Create a branded to go bag and burger wrapper that fits with the restaurant image and be visually appealing.
Project Learning Objectives

Formatting
To improve the formatting of the deliverables and demonstrate an improvement in the Menus.

To accomplish this, I conducted a survey to see if there is a noticeable improvement from the deliverables I created to what was already done there.

Time Management
Use my time wisely designing my deliverables instead of rushing last minute to finish designs.

I created and followed my Gannt chart in order to stay on task and separated 2 hours of my day to form a routine to work on the project.

Food safe inks
Learn more about food safe inks and their applications in food industry

To show my success I have a report written up on what I learned about this subject and its application on the project.
**Timeline**

**Week 1:** Research & Brainstorming

**Week 2:** Planning & Gantt Chart Creation

**Week 3:** Project Proposal

**Week 4:** Creating Design Guidelines and start Menus

**Week 5:** Finnish Menus

**Week 6:** Design Tamper seal sticker

**Week 7:** Design both To Go Bag and Wrapper.

**Week 8:** Release Survey and edit designs

**Week 9:** Senior project Presentation

**Week 10:** Process book

*See Results section for Timeline Image*
Background Research

Safe Food Label Practices
This is a website that delves into the safe food labels for a multitude of different packages in the food industry. They showcase bags, boxes, and bottles with varying materials and styles based on the package. There are different recommended shapes based on the package. This is helpful for deciding what size and shape my tamper seal should be when I start designing.

History of Tamper Seals
This is an article that goes over the long history of seals and how it has evolved over time. The first page shows an ancient seal that dates back nearly 4 thousand years that sealed a property transaction. It explores the use, creation, and counterfeiting of seals. In the modern age seals, they go over a famous case of Tylenol medicine being swapped out for cyanide pills and how that led to them creating tamper seals on their packaging which developed to what it is today. This is helpful to learn the context of why the tamper seal sticker is important to make.

Marketing Strategy for Packaging
This is an article that focuses on the overall experience visual packaging has on the consumer when they consume the product. It encapsulates the best location for images of food and text and even consumers subconscious expectation if it is in a different location. There is also a study on healthy eating and how to approach it. This can be useful information for me when I design the Togo bag on what I should show.
Use of Inks in Packaging
This is a website article about the use of inks in packaging. It goes over how based on what substrate and how much ink there could be barrier problems when over time that could have the ink bleed into the food compromising it. It also delves into good practices to avoid it and what some countries are doing to improve regulation of ink components for safety. This is useful information to keep in mind when designing the food wrapper and bag.

Marketing for Packaging
This is an article that explored the relation between wine labels, packaging and if it influenced sales. It set up a blind taste testing of 3 wines and presented consumers with different characteristics to see if they liked it more than the other test. The characteristics had to do with packaging, label, brand, origin, and taste. There is evidence from this experiment that supports the idea that the packaging can sway consumers which is useful info for me when I re-brand the Togo packaging. A good amount of this article does not apply since it is about wine, but it is useful, nonetheless.

Trends in Online Ordering
This is an article that goes into the trend of increased Online ordering that appeared as thanks to the Coronavirus. It goes over the rise of many Online ordering platforms and how some businesses were affected thanks to the virus. There is even Information on some of the big names in fast food and what they do for Online ordering. This is a useful article that lets me see the relationship of Online platforms, restaurants, and consumers.
Menu Design Strategies

This is an article that investigates the effectiveness of menu design and if it can improve sales. They describe 4 experiments to find evidence if effective menu design does work as a selling tool for restaurants. There experiments involve eye tracking technology, different styles of menus from one page to multiple, location of menu items, language used. This information will be very useful when organizing my menu.

Ink Migration Trends

This is an article about minimizing ink migration from food packaging and how they might go about it. It goes over UV based inks for ink jet printers are becoming more commonplace in secondary packaging and water based flexo ink is becoming used more and more in primary. This article also goes over how packaging companies would have to adapt to many factors that affect ink migration which is a major challenge to mitigate ink migration. This is a useful article to learn more about food safe inks as one of my deliverables.

Branding

This article delves into marketing and brand identity of some of the biggest names in fast food. It also explores marketing strategies and constructing a brand. Towards the end it breaks down relationship’s consumers have with these big names and non-consumers opinions of them. This is useful info for learning what brand the restaurant I’m designing for, so I don’t alienate its current consumers.
History of Takeout ordering

This is an article that goes over some of the history of ordering Togo and delivery. There are some statistics like 6% of the country on any day in the US will have takeout for one of their meals. When talking about the history of takeout it shows many examples throughout history of the world different methods and the circumstances that caused it. This gives me some useful insight on consumers for designing Togo packaging.
The main tools I used for the design and re-branding of the deliverables was InDesign and illustrator. InDesign was the most used for formatting the Menus and the Tamper Seal Sticker. Illustrator was used for the To Go Bag and the Burger Wrapper as well as a number of Illustrations used in the other deliverables. I had also used Google Forms service to gather data on the deliverables.
Design Process

Menus

The Menus where the most time consuming deliverable with lots of moving parts in comparison to the other deliverables. When designing for the tri-fold menu i had to keep in mind what panels would show when the menu was partially opened or closed. I designed the second menu to be more eye catching and interesting compared to the blank design of menu 1. When looking at the menus the panels go from inner flap, Back, Cover, and the second image is when the Tri fold is Fully opened.

Menu Design 1

Menu Design 2
From my research I found that the top corners are the most looked at portion of menus so I placed in the top left what comes on all burgers so customers are aware of what they order. When making the content of the menu I discussed prior with the owner of Andie’s on what she would want. The main thing besides the Food was she wanted to have a panel for her business social media and operations, as well as a panel with her Cafe’s History for customers to read.

**Tamper seal Sticker**

The Tamper seal sticker was the Easiest to design. With the smaller surface area to work with there was not much I could put. In my research I found a few ideal shapes for the package I was designing for. The ideal ones are Round and rectangular. The rectangular one was designed to be both functional and have a way to keep track of the owner of the bags. The round could not accommodate the extra function but it focused on the brand over the rectangular counterpart.
To Go Bag

The To Go Bag went through a number of versions but the one that the owner liked the most where the 2 designs I showed in the Survey. One of the most iconic brand images Andie’s has is its logo the heart. Using this I created a few patterns that showed off the heart in the branding.

The idea would be that the hearts would wrap around the bag following the pattern. The illustrations were designed to be used for either a white or a brown background based on what bags they are able to get their hands on.
Burger Wrapper

Due to the time constraints on this project I was only able to design one burger wrapper. One of the main things to avoid when designing this was to avoid using too much ink. I wanted to avoid any chance the ink would migrate to the food so I went very minimalist and did a simple grid pattern with the logo off to the side of the center. This is so when the wrapper is folded over the burger the logo is nicely placed at the center of the burger.
Survey

When conducting the survey I was able to use the social media of Andie’s Cafe to have the ideal audience approve or deny my new designs. I was able to get over 200 responses which helped when deciding on final designs for most things. The bag and sticker were 50/50 for most of the survey. Some of complaints I received in follow up questions told me that they wanted both the stickers on features combined.

Which sealing sticker do you like more?
211 responses

Which To go bag design do you like more?
211 responses
For the menu I wanted to see if the second design with the image in the background was too distracting. With nearly 50% saying yes. The other thing I wanted to find out was the general idea of changing the layout from a single page to a Tri-fold menu, and if there was a improvement to the navigation of the Menus. The new menus are well received but there were nearly 50% who felt the new menus where harder to read. The reason being that the original menu had a bright red box around the Specialty burgers which separated the other items from it. This was a over site on my part.
Results

Menus

For the final menus I corrected my over site and added the dividing boxes and colored them in blue to ease the eye strain from the red headings.

Inner flap

Drinks

<table>
<thead>
<tr>
<th>5oz(16oz)</th>
<th>Large(20oz)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soda</td>
<td>2.89</td>
</tr>
<tr>
<td>Pepsi, Diet Pepsi, Root Beer, Sierra Mist, Dr. Pepper, Lemonade, Raspberry Lemonade, Ice Tea</td>
<td>3.39</td>
</tr>
<tr>
<td>Smoothies</td>
<td>5.19</td>
</tr>
<tr>
<td>Strawberry Mango, Bah</td>
<td>5.69</td>
</tr>
<tr>
<td>Milk Drinks</td>
<td>5.19</td>
</tr>
<tr>
<td>Peddler, Chocolate Milk, Raspberry Banana, Peppermint, Classic Red Wine, Vanilla, Hazelnut, Caramel, Espresso Shake</td>
<td>5.69</td>
</tr>
<tr>
<td>Malts</td>
<td>5.69</td>
</tr>
<tr>
<td>Root Beer Float</td>
<td>5.69</td>
</tr>
</tbody>
</table>

Strain from the red headings.

The dividing boxes and colored them in blue to ease the eye

Back

History of Andie’s Cafe

Andie’s is a family business, it was purchased by Susan Marie Snook in 1985. Susan’s daughter and current owner Susan Kastella was hired to run the cafe in 1995.

In 1993 Marie Snook’s husband Warren died and the family thought it would be a great idea to buy the cafe from Andie Ammes. Marie would have a place to keep her active after her husbands passing. At first we thought it would just be a fun place to hang out, but in the year 2000 Andie’s started to become popular and Marie was getting too mature to run the cafe. So Marie passed on the cafe to her grand daughter Susan Kastella where she has grown it for 20 years.

It is one of Napa’s best kept local secrets for the best burgers in town. With its interesting location sharing a lot with the Classic Car Wash, Andie’s is best burgers in town. With its interesting location sharing a lot with the Classic Car Wash, Andie’s is best burgers in town. With its interesting location sharing a lot with the Classic Car Wash, Andie’s is best burgers in town. With its interesting location sharing a lot with the Classic Car Wash, Andie’s is best burgers in town. With its interesting location sharing a lot with the Classic Car Wash, Andie’s is best burgers in town.

Bottled/Other

| Water (12oz) | 2.19 |
| Apple or Orange Juice (16oz) | 3.89 |

Cover

Hours of Operation

| Mon - Sat | 7am to 3pm |
| Sunday | 9am to 3pm |

We stop Serving Breakfast at 11

Follow us on social media

Facebook Andie’s Cafe

Instagram andiescafe

www.andiescafenapavalley.com

Other American Favorites

| Hot Dog | 4.99 |
| 1/8lb. or 1/4lb. Hot Dog served with Mustard, Ketchup, onions, Tomato, and Sesame Buns |
| Grilled Cheese | 4.49 |
| Your choice of Jack, Cheddar, American or Pepper Jack Cheese on White, Wheat or Sourdough Bread |
| Cod Fish and Fries | 13.29 |

French Fries

| 2.99 |

Onion Rings

| 5.19 |

Garlic Fries

| 5.59 |

Frisco Fries

| 5.59 |

Taco, Wraps, And Salads

| Chicken, Beef, or Veggie Tacos | 8.29 |
| Fish Tacos | 8.29 |

| All Tacos are topped with Avocado, Salsa, Sour Cream, Lettuce and Jack Cheese on a flour corn tortilla |

Chicken Wrap

| 12.29 |
| Grilled Chicken wrap with Chipotle Mayo, Jack Cheese, Lettuce, Tomato, and Cheese on Sourdough Bread |

Grilled Chicken Salad

| 14.29 |
| Grilled Chicken, Tomatoes, Onions, Cheese, Crunchy Tortillas, Jack Cheese, and Mango Salsa |

Other American Favorites

| Cheese | 2.79 |
| Mushrooms | 1.99 |
| Rice | 2.09 |
| Bell Peppers | 2.29 |
| Green Peppers | 2.59 |
| Pile Peppers | 2.89 |

ADD TO ANY BURGER

| Extra Side of Fries | 3.00 |
| Fries (1/2 order) | 5.79 |

Add it to your order for 3.00

21
Tamper Seal Sticker

Based off the survey the sticker would be the round sticker. However after talking with the owner she found that she would like to use both the round for single bag orders and the rectangular for multiple bagged orders.

To Go Bags

The winner of the survey for the to go bag was this design. The main factor that this edged out the other was the message at the bottom which was had to incorporate into the other design.
Burger Wrapper

There was no change to the design of the burger wrapper however at the very end of the survey I asked the question on if all these designs fit the Andie’s image and a majority of 84% said yes and with 11% saying maybe. With that support it marks that I was successful in capturing the brand in the public’s eye.
This is the Gantt chart I used to keep me on track. It also shows the dates I worked on each part.
Inks In Food Packaging Report

For my Senior project one of the Objectives I created for myself was to learn more about food safe inks. I felt that it was a subject that I did not learn as much about as I wanted and decided it would be one of my learning objectives. This report will share what I have learned from my findings when researching food safe inks in the food industry that was applicable to my senior project.

When researching one of the resources that I found went over the Minimization of ink migration in food packaging. With minimizing ink migration this builds trust with the consumer since they are not consuming unwanted ink in the food that they purchase. Recently there is a shift in production of applying low migration inks to ink jet using water soluble inks. The article expresses that “it’s likely that water-based ink jet inks will be the chosen solution where migration is a primary concern, and the ink volume/ cost is a bigger driver” (Bauer). One other thing that needs to be considered when applying low migration inks is the substrate. A less absorbent substrate can lead to migration even if it is low migration. The low migration inks that they use are UV treated to reduce migration. Migration is quite an important factor to consider when printing food packaging since it can cause harm not only to the brand when people see it but also to the consumer if they are not careful and consume the ink.

The next article I found went more into the use of printing inks in US packaging. The first thing it covered was how complex some inks are for food packaging. “Printing inks are complex mixtures that are typically made up of colorants, binders, solvents, and additives, such as plasticizes, antioxidants, and the like” (Misko). These inks he is going over are primarily inks that are in direct contact of the food
and packaging that does not have a proper barrier like a can that is printed on. He then goes into the fact that there are no specific regulations on these inks, only common practices that work and compounds that are cleared by the Code of Federal Regulations(CFR). There are two ways that the ink is applied to food packaging, the first being outside the packaging. This way prevents contact by one or more layers of barriers based on the package from the product. The other is the Set-off method where there are some interactions due to how the packaging is handled. An example of this is printed on cups. These cups are stacked and have direct contact with the inside and the printed area where migration could occur. Other than going over these the article also went over how Switzerland and the EU handle it differently than in the US and are actually leaders in regulation or food safe inks in packaging.

Both of these articles were quite useful in learning more about food safe inks in packaging. Knowing how complicated food safe inks are and that multiple variations are used for similar products is a fascinating discovery for me. There is still plenty I can learn but for my project knowing about the migration is more than enough since that is the number one concern on not poisoning people when you print out the packaging.
Project Reflection

What went well

When doing this project there were many key points that made it successful. I had to really think about what the finished product would look like printed so that it wouldn’t look weird if the image or text was too close to the folds. I’m very happy with the results, especially the formatting of all the deliverables I created. I owe this success to the following tips and techniques.

Tips and Technique

1. Schedule out a couple hours a day to work on the project. This helped me to get some design time throughout the week. It also became like a routine to work on it.

2. Have lots of people look at your work to see if you have any errors or are missing anything. My grammar and spelling are not the greatest so having others look at it and see if I’m using the correct words was very helpful.

3. Take a day or two to just force yourself to come up with different sketches of designs to see what works and gain inspiration. This allowed me to just come up with a bunch of ideas on what I could do and if it would be a part of the brand I was going for. The bag designs I did were built off of each other when I was doing this.

When I look back, I see that I spent a lot more time designing for the menu over the other deliverables. The main reason being the size differences between them with the stickers being the smallest. The other being that the other deliverables didn’t have as much information to put inside that it took less time formatting. It was a challenge coming up with a simple design that could be mass produced and not too much ink used so there is less chance for it to migrate.
What could go better?

After completing all the deliverables there were a few things that I would have liked to change. For one I didn’t have the time to make another design for the burger wrapper. This is partially for having too many deliverables and the other being that there were some days I focused on other classes to not fall behind in them.

Problem/ Challenges

1. Taking on too many deliverables. I should have only done the bag, sticker, and menu. I underestimated the time commitment to create good designs for all the deliverables as well as different versions to see the public response in the survey.

2. An early problem I faced was the unexpected complexity of designing the menu. I gave myself a week to design them but ended up needing 2. This pushed all my other deliverables back a week. The menu design also took longer since it was the main deliverable that decided my design guidelines.

3. Another problem I faced was printing out all the deliverables. I was unfortunately only able to print out the stickers and menu. The burger wrapper was not able to print due to the material being too thin. The ink would have bleed through. The bag could have been printed on a standard sheet of paper but it would not be able to wrap around with the pattern.

There are a few things I would change if I got to do this again. The first being that I would limit the deliverables down to 1-3 things so I can focus on them more. Another thing I would do is take advantage of the survey more. I only released one survey to gather people’s thoughts but I should have done multiple over the course of the design to
see what they liked and didn’t like. That could have saved me time in coming up with multiple versions and just asked them if it was something they wanted. The last thing I would change is how I spent my time. Even though I dedicated time to work on the project in small increments over time there would be times that I would skip a day to work on other school work leading me to need to make up for the time later.
References


