

Changes in the visual identity of the ranges
COMPAGNIE ALIMENTAIRE

**esprit
gourmand**

Minibar Jars



Our presentations and logos dated initially back to 2000, and despite two changes, they needed a more thoroughly refreshed look. Once again, we have entrusted **Pierre Guerrier**, who has in particular worked for **Louis Vuitton** for several years in their design division, to fulfil this delicate mission. It was necessary to combine **elegance with modernity**, while still increasing surface areas for labelling, in order to accommodate an ever-increasing volume of information. Mission accomplished !



SAVOURY PRODUCTS



SWEET PRODUCTS



MINI

naja

SAVOURY PRODUCTS



SWEET PRODUCTS



MINI



The new labels now provide considerable surface area allowing more information to be inserted and to better distribute the information. For example, if you like, we can position your logo in an area where it will be more visible and where it won't be confused with our own, as was sometimes the case with the previous label.



CHANGES IN GLASS JARS

A TOUCH OF
MODERNITY!



The large 100 grs hexagonal jar is now cylindrical with its silver lid



The small 50 grs hexagonal jar is now cylindrical with its silver lid

VACUUM MEMBRANE SEAL JARS INCREASED SAFETY!

This improvement will be available sometime this summer, and will allow **storage time to be doubled** (12 to 18 months) and **will do away with the risk** of accidental development of insects of the mite type (moths), that come out in the hot season in fruits, seeds or cereals, even if the products are fresh.

However, we will still continue to manufacture **your orders as you send them**, and we recommend that you make sure your stocks are rotated quickly, in order to provide **exceptional flavour**.



The highly common **hexagonal glass jar** with its **rather outdated** golden lid that can be found in any supermarket, seems to no longer have its place in luxury hotel minibars. Since the choice of shapes is reduced, and unless we have customised jars manufactured in small quantities at a time, we have opted for the **simplicity** provided by **cylindrical jars**, taking into account the room in minibars that is sometimes rather limited.



UNBREAKABLE: Reduced risks in terms of transport.

PERFECT SEAL: In extreme conditions, P.E.T. provides capsules that are much more robust and especially a tighter seal.

ULTRA LIGHT: 1 380-ml P.E.T. jar weighs 28g. Its equivalent in glass weighs over 160g. Less weight to transport = less pollution.

ORGANIC: P.E.T. is not responsible for any migration of heavy metals towards the products that it contains. Thanks to this characteristic, «ECOCERT» specifications no longer require the use of glass with «ORGANIC» products.

RECYCLABLE: Recycled P.E.T. is primarily used in the automobile or clothing industry (Polar Fleece).

ECOLOGICAL: Since it takes a lot less polluting energy to recycle or transport it, P.E.T. participates in protecting the environment.

JAMS

AN EXTENDED RANGE!

Although it is one of **the main ingredients of a breakfast**, the jam offered is often one of industrial quality.

As a distributor for many years, we have now decided to make the jams ourselves, in order to offer a wider range which is **traditional**, or more **original**, with **packaging that is adapted** to the needs of the hotel industry.

These jams are prepared with quality products, in a copper caldron, and only small quantities are made at a time.

Several containers can now be made.



POT PET: AD-
VANTAGES

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