



5 MINUTES WITH...

Katy Lucas
Senior Graphic Designer, Waitrose

Q Heston from Waitrose has a new look – tell us more!

The brief was to inject interest and energy into the brand, as the current range has been around for six years. The customers who buy this range are younger than our core customers, which gave us the freedom to have a bit of fun with the design.

Q The packaging's inspired by 'British eccentricity' – why?

A lot of Heston's recipes are based on classic British dishes, brought up to date with contemporary twists, and it was key that the range had a strong personality. This concept is more unusual and daring than we would usually do, but as Heston himself is experimental and quirky, it's right that the packaging reflected this.

Q Tell us about the packaging's illustrated characters...

Each pack features an anthropomorphic animal appropriate to the product, dressed up in quintessentially British clothing. They all have hints to the key flavours in the product – the duck on the duck liver parfait is wearing an orange suit with a sprig of thyme on his lapel.

Q What's your favourite illustration?

The British Bulldog on the gin. I like his proud expression and dapper clothes!



HESTON from Waitrose Earl Grey & Lemon Gin
Classic spirit with the inspired addition of bergamot and lemon.
£23.99 (700ml)



HESTON from Waitrose Salted Caramel Popcorn Ice Cream
Rich and creamy, this dairy delight is laced with salted caramel and popcorn.
£4.49 (500ml)



HESTON from Waitrose Marmalade on Toast Flavour Ice Cream
Unexpectedly and deliciously like toast spread with marmalade.
£4.49 (550ml)



HESTON from Waitrose Spiced Choc 'n' Nut Ice Cream
The flavours of the classic Florentine reinvented in this icy treat.
£4.49 (500ml)



HESTON from Waitrose Spiced Mulled Cider
A spiced cider perfect for mulling things over.
£4.99 (750ml)

Heston unwrapped

A special Partner preview of the revamped Heston range. Kirsty Bennett reports

British chef Heston Blumenthal's eponymous Heston from Waitrose label has a brand new look and, while the press will preview it at a launch event in London later today (30 September), the Gazette is introducing it to Partners first!

The revamped range of 60 products includes existing popular favourites as well as 10 new lines, and it will all be packaged in a design inspired by 'British eccentricity'.

The eye-catching packaging includes a new cast of characters, which have been designed and illustrated by Bob Venables and Waitrose's Katy Lucas (see column, left).

Rupert Thomas, Marketing Director at Waitrose, says: "We hope that the new range and quirky look will encapsulate the fun we've had creating the range with Heston."

From a pig in pearls on the bacon rashers to a cow in a tweed twin-set on the choc and nut ice cream, the

impeccably dressed animals are a nod to Heston's quintessentially British traditions and striking flavour combinations.

Heston says: "As always, I wanted to offer something a little extraordinary to the Heston from Waitrose range, giving that magic twist to a product to make it exceptional. I hope each item will provoke a natural curiosity and spark the imagination to make the festive season extra special."

New products from the assortment include a Persian Christmas Pudding, edible baubles in Heston's festive flavours, spiced shortcrust mince pies and more, and the iconic Hidden Orange Christmas Pudding is also back for 2016.

Rupert adds: "We can't wait to see what customers make of these curious new additions, and I'm sure they'll be a hit this Christmas." ❄️

HESTON from Waitrose Cherry Bakewell Vodka
Vodka with the cherry and almond flavours of the classic British dessert.
£24.50 (700ml)



HESTON from Waitrose Charcoal Bagel with Tea Smoked Salmon
Bagel topped with chia seeds and filled with Heston lapsang souchong smoked salmon.
£3.60

HESTON from Waitrose Persian Spiced Christmas Pudding
Pomegranate liqueur and spices are packed into this pud, which comes complete with copper glitter finish!
£14 (800g)



HESTON'S HISTORY

From food ambassador to iconic pud creator...

MARCH 2010



Heston became a food ambassador for Waitrose, alongside Delia Smith. The duo shared their expertise and championed individual ingredients.

MAY 2013



Heston dropped in at John Lewis Oxford Street's brand new demo kitchen to showcase his Sage by Heston Blumenthal range of juicers.

JULY 2015



Heston was joined by Waitrose collaborators Martha Collison and Alan Titchmarsh at Waitrose's 2015 Christmas Press Show.

OCTOBER 2016



Having debuted in 2010, the popularity of Heston's iconic Hidden Orange Pudding continues and the decadent dessert is back for Christmas 2016.