

MISS CHHOTEE'S

Food
Preservative-Free Gourmet Snacks

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Landor is a 27-office worldwide network of strategists and creatives. The award winning Brand Consulting and Design firm solves complex challenges using smart tools and global resources.

The SME: Miss Chhotee's was founded in 2012 by Shradha Aggarwal. It innovated the category of clean eating in India. When it launched, concepts like Pesto and Piri Piri sauce were new. Shradha created awareness through food pop-ups, Embassy carnivals and product samplings.

Miss Chhotee's customers experience authentic international flavours at home. The ingredients are pure and sustainably sourced.

The brand has evolved from an initial offering of six 100% natural sauces to a whole line of gourmet snack foods. Its hot-selling products are Kale Chips, Pita Chips and Lavash Crisps, in addition to the condiments, sauces and dips.

From Delhi the brand has expanded to Noida, Gurgaon, Chandigarh, Bombay and Bangalore.

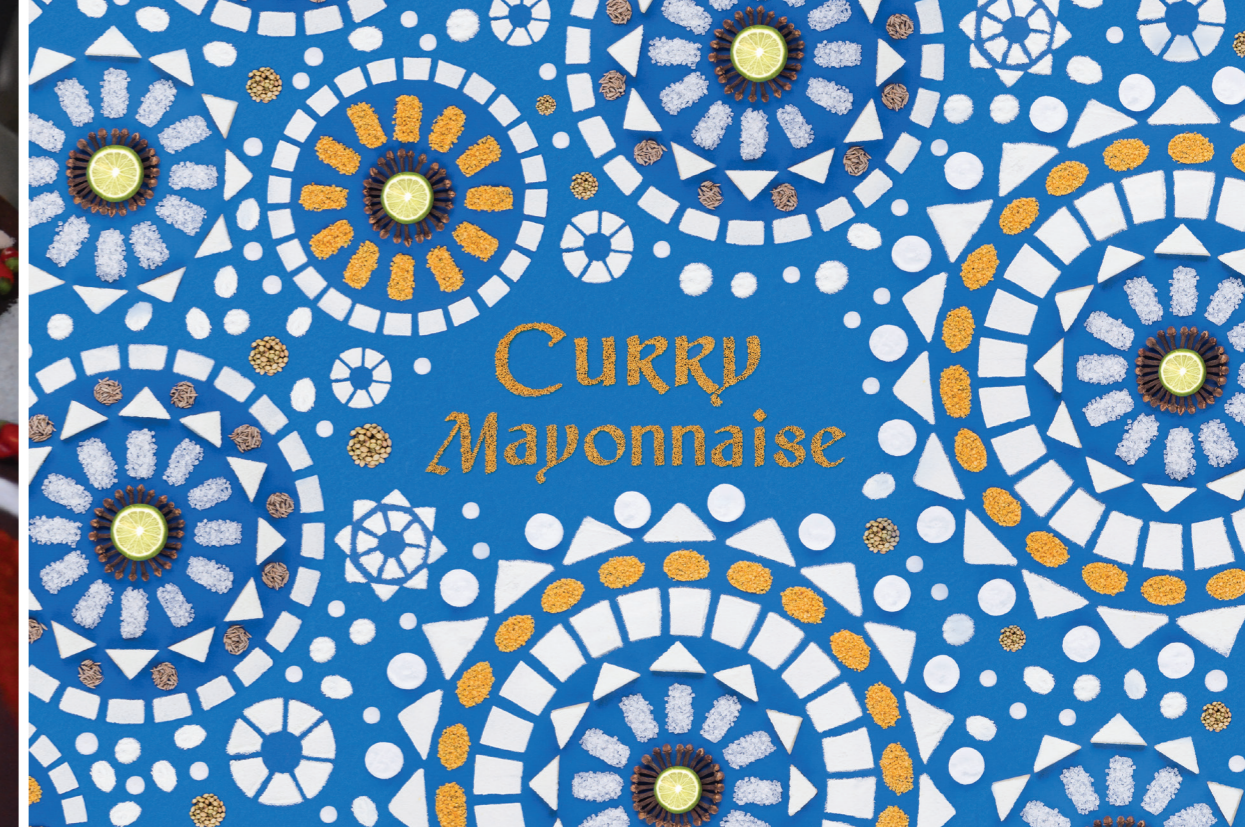
The strategy: As several me-too brands entered the category, we were challenged to develop packaging that broke through the clutter and positioned Miss Chhotee's as a category leader.

We started looking at the art and architecture of each country in which the products originated. Next, we created food art using the fresh ingredients found in each recipe. We drew inspiration from Florentine art for pesto and Mexico weaves for salsa. Miss Chhotee's Curry Mayonnaise motif was inspired by Gaudi's mosaic and Spanish tiles.

Each pattern became the package and 'TRUE TO ORIGIN' featured proudly on the label.

With Miss Chhotee's, the consumer experiences the brand story from package to palate.

Building your brand is like raising a child. You need to give it an identity and values, constantly nurture and shape it, and persevere every day.



MISS CHHOTEE'S
— True to Origin —

