CONTINENTE **PRESS RELEASE**

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First international design award

CONTINENTE COFFEE CAPSULES WIN PRIZE IN THE VERTEX AWARDS

The new capsules for Continente's "Origins" coffee were honoured in the Vertex Awards for the innovative and personalised design of their packaging. This is the first time that Sonae MC has won an international design award, in this case, for packaging. The design of the packaging is by In Batista.

Each product reference in the "Origins" coffee capsule line has a different composition and intensity, custom designed for each type of consumer. Thus each reference is unique and is distinguished by its variety, composition, quality, aroma and flavour.

As to the design of the packaging, strong images were created, with colours and patterns that express the character, flavour and geographical origin of each coffee. Emphasis was placed on a new and distinct look for each package, creating a visual design that stands out on the supermarket shelf. The consumer is immediately aware of the coffee's origin, and is drawn to their favourite aroma.

It should be remembered that the Vertex Awards is the only international competition dedicated exclusively to the packaging design of Private Brands. The prizes are evaluated by a panel of industry specialists from around the world, and are awarded based on creativity, commercialism and innovation.

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