

Tarazi Falafel Mix: Making something old new again.

Tarazi is found in specialty and ethnic food stores nationwide. For the past 40 years, consumers have used the traditional middle eastern mix of ground chickpeas and fava beans to recreate the familiar dishes they grew up with or left behind in their native countries.

But not long ago a funny thing happened. Falafel began showing up in restaurants and food trucks in places like New York City. A generation of new users is emerging eager to consume at home the foods they've grown to enjoy when eating out, or during travels abroad.

The management at Tarazi noticed the increase in interest in Falafel and asked MOI to help them expand the brand appeal to new markets. The challenge for the team at MOI was to refresh the brand to appeal to the new consumer while not alienating the old one.

An additional challenge the team discovered was the need to separate the product from "protein substitute" products. Research showed that traditional consumers and younger

ones alike were attracted to the product because of its great taste and traditional nature, not because it made a good veggie burger or meat substitute.

Falafel and vegetables tumbling into the open pita signify the fresh taste experience consumers expect while portraying the well-known use of Falafel. Reference to meat substitutes was dropped, and copy was added on the benefits of the product.

The trademark was redrawn with proper letterforms, but retained the feel of the old logo for past consumers. The crisp and clean presentation sets the product apart from others in the ethnic foods section.



Before



As agency CEO Mark Oliver noted, "this refreshing design creates the impact and interest to pull a consumer to a great old product, now new again."

