

## Fritos gets its fresh on

Fritos is revitalising its brand with a packaging makeover, focused on refreshing the range to address consumer needs while boosting brand exposure in retail outlets. PR and in-store branding will support the brand packaging re-launch.



The revamped range now features a clean, clear and distinguished design, with a more prominent logo. Available in three flavours, Barbeque, Tomato and Sweet Chilli, the new packaging design offers consumers an authentic and memorable pack with strong flavour and format visuals.

"In line with global trends, the bright new packaging brings a contemporary style to the range, keeping it fresh and exciting, which research has shown will offer greater appeal and resonate with South African shoppers. The revamped look will assist the brands continued growth by creating a stronger in-store impact via increased on-shelf visibility and easier range navigation," says Makhotsa Fako, Brand Manager for Fritos.

For more information, go to [www.simba.co.za](http://www.simba.co.za).