

Done for the love of food.



Белая Дача 

BELAYA DACHA: TRANSFORMING HOW RUSSIA EATS

Transforming the nation's eating habits

In 2009 Belaya Dacha, Russia's longest-standing vegetable producer, decided to streamline their business and focus on pre-packaged salads. In a country where healthy eating was practiced by the affluent few rather than a daily habit for the masses, the challenge was to introduce ready made salads to a wider market and make Belaya Dacha products an everyday essential at the dinner table. By transforming the way people eat—making healthy food relevant, joyful and convenient – a big growth opportunity opened up, allowing Belaya Dacha to quickly become category leader.

For the love of food

Wolff Olins worked closely with the Belaya Dacha team to create a brand proposition around the idea that everything that the company does is "Done for the love of food". We developed the brand which stands for honesty, quality and passion for its products, providing inspiration and fun at family mealtimes. We crafted the 'Love Heart' logo which expresses the Belaya Dacha passion for food, structured the product portfolio and designed the packaging which inspires consumers to try and buy the salads.

Growing fast

The new brand was launched in March 2010 across all Belaya Dacha extensive product ranges. It's currently sold in over 400 Moscow and St. Petersburg supermarkets, consistently winning the hearts of Russian consumers. It has since expanded into a new 'snacking' category, introducing healthy fruit mini-packs in Moscow cinemas and theatres. We continue tracking Belaya Dacha's success and provide advice as the brand grows and evolves.

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