

BATCH



*Sarah*

Kitchen Goddess



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Creative Connoisseur

## About Batch

With five weeks ahead of us, we landed in Bonn, Germany with the task of creating a product to make life as a refugee just a little bit easier. To learn more about the problem, we met with the people trying to solve it as well as the refugees themselves to hear their stories. Equipped with hostel wifi, transportation passes and whatever materials we could find on the streets of Germany, we were asked to create a product, brand strategy, and activation elements.

# 01. Research

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# The Refugee Crisis

We had no idea what we were getting into. With war in Syria, Germany is one of few countries allowing people to enter. We learned that this process is not made easy: these people have traveled for up to nine months (on foot!), and are put into a paperwork system.

They are met with a small stipend of food and living expenses, and are not allowed to work until their immigration has been approved. We learned that this process takes an average of seven years!



## In-Depth Interviews

We visited Refugees' Kitchen, which is a program that offers refugees the opportunity to spend some of their time cooking in order to share their culture and cuisine with the surrounding German people.

There, we met Salma, Ehmed and Ahmed. These refugees who showed us common ingredients they use in their daily cooking. We were touched to learn about their experiences immigrating to Germany.

# Interview Highlights: Refugees

"I miss food the most from home"

"In my culture, you come over and no matter how little food there is we share."

"I've been [in Germany] four years and still can't work. My time in the kitchen fills my days. I feel productive and I can earn food."

"Being part of refugees kitchen makes me feel connected. Both to my fellow refugees and to the community surrounding"

# Interview Highlights: Germans

“There is a stigma around the refugee culture. They are looked at as lesser-than. Germans say they want to help, but when it comes down to it are not willing to go very far to do it. It is important to share the culture with them. To humanize this issue, because these are people. People with things to share and stories to tell and lives to live.”

“I want to learn more, but committing to that is hard when I have my own life too.”

“Germans are busy and systematic. This is often seen as an unwelcome disruption, rather than people in need of a community and of help.”

# 02. Key Insight

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# The Power of Food

From interviews and personal experience we realized that food has the ability to bring people together, to provide comfort or happiness, and to spark a sense of home. With our new friends in mind, we thought about how people coming from this culture of sharing might feel upon arrival in Germany, living with an entirely different cuisine – using our own experience with German food as reference.

We did some research and learned that the meals refugees are provided in refugee camps provide little nutrition and consist of flavors foreign to them.

## Sample Food Stipend

5 Cans of Tuna in Oil	2 Cans of Tomato Paste
6 Cans of Sardines	1 Pack of Jam
5 Cans of Fava Beans	1 Pack of Tea Bags
4 Kg of Rice	1.8 L of Olive Oil
5 Cans of Hummus	5 L of Vegetable Oil
7 Packs of Macaroni Pasta	5 Packs of Wheat Vermicelli
6 Kg of Sugar	9 Packs of Noodles

# 03. The Bar

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# Stakeholder Frictions

- 1.** There is a strong disconnect between the German and Refugee communities, which needs to be addressed.
- 2.** The food stipend the refugees are given is not enough, is not enjoyable, and is not reminiscent of home.
- 3.** The people come from a culture with strong roots in sharing food, but they are in a situation where they can't share that.

# The Goal:

A product that would be able to provide refugees with nutrition, would be easily portable and shareable, and most importantly: would allow them to enjoy and share familiar tastes inspired by some common middle eastern flavors.

# Prototyping:

We started with dates, apricots, cashews, muesli, and coconut flakes. We threw them all in a blender and went from there.

In concept testing, we adjusted our ingredients and process to find the best flavor and consistency.

*Recipe*

- 12 dates (with blender)
- 3 1/2 tbsp peanut butter
- 2 1/2 cups shredded coconut
- 10 cashews
- 1/2 tablespoon sesame seeds
- 1 cup muesli



# The 'To-Share' Triangles

In testing, we tried a few different forms for our bar. In an effort to have the bar look less handmade rather than processed and also be easy to share with others, we tried cookie-like circles, balls, and loose pieces.

We settled upon triangles which came together to form a bar. Pieces that form a whole, like the cultures in the communities we were working with.





**“It tastes  
like back  
home!”**

This was when we knew we had successfully created the perfect bar. Dates, apricots, and peanuts: a strong middle eastern flavor combination reminded Ehmed of what he missed from Syria.

# 04. The Business

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Our mission is to **bring people together** through both familiar and foreign tastes. We are dedicated to making a high quality, fresh product that will bring the **comforting taste of home** to a snack that can be enjoyed for all purposes. We believe that the best part of life is the journey, and we want to take people on just that. To remind them of home, and to plant in them the desire to **learn about others** and what reminds them of home.

”

# The Market

Nutrition Bars in Germany are a new 'hot' market. The culture leans toward more natural foods, so we innovated by staying true to its home made roots. We wanted to keep the product as far away from being lumped into its category as possible.

Our Target Market: people who make their own protein bars, millennials, people who need mid-day snacks

# Business Plan: To Start

```
graph LR; A((Farmer's Markets)) --- B((3 Euro per Bar)); B --- C((Local Coffee Shops));
```

Farmer's  
Markets

3 Euro  
per Bar

Local Coffee  
Shops

# Social Impact

Bars handcrafted by refugees

In exchange, they can save up using points as a currency system for when they have the ability to be employed and paid. Can otherwise use points to have goods purchased for them in the meantime.

# 05. The Creative

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## The Primary Logo Mark

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## Color Scheme

#ffd34f

#741b47ff

#007a8aff

#ff8d00ff

### Rationale:

Warm color palette intended to feel inviting, yet bright and colorful.

# Typography

Primary Type

## OPEN SANS

**OPEN SANS BOLD**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

OPEN SANS LIGHT    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Secondary Type

## CAVEAT REGULAR

*CAVEAT BOLD*        *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

*CAVEAT REGULAR*    *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

## Rationale:

Clean, open typeface balanced by a softer, more welcoming secondary. Leaves room for handwritten elements in activation.



## Final Package Design

Using extremely limited time and materials; the goal was to create a "back home bake shop" feel.

# Owned Media: Instagram + Website



# Paid Media: Influencer + Fitness Magazine Advertisement

