

# ВЫРОСЛА В КАРЕЛИИ



Karelian Fish Factories

# 'Raised in Karelia', Brand Platform



'Raised in Karelia' is not a random slogan or just a brand platform.

This is a testament to the crystal clear lakes of Karelia and  
the ringing air of the Northern woods.

The brand is however comprised of much more than nature.  
'Raised in Karelia' is a seal of quality made by dedicated people.  
'Raised in Karelia' is a guarantee that only modern ecological  
fish-rearing and processing technologies were involved.

# Identity Description

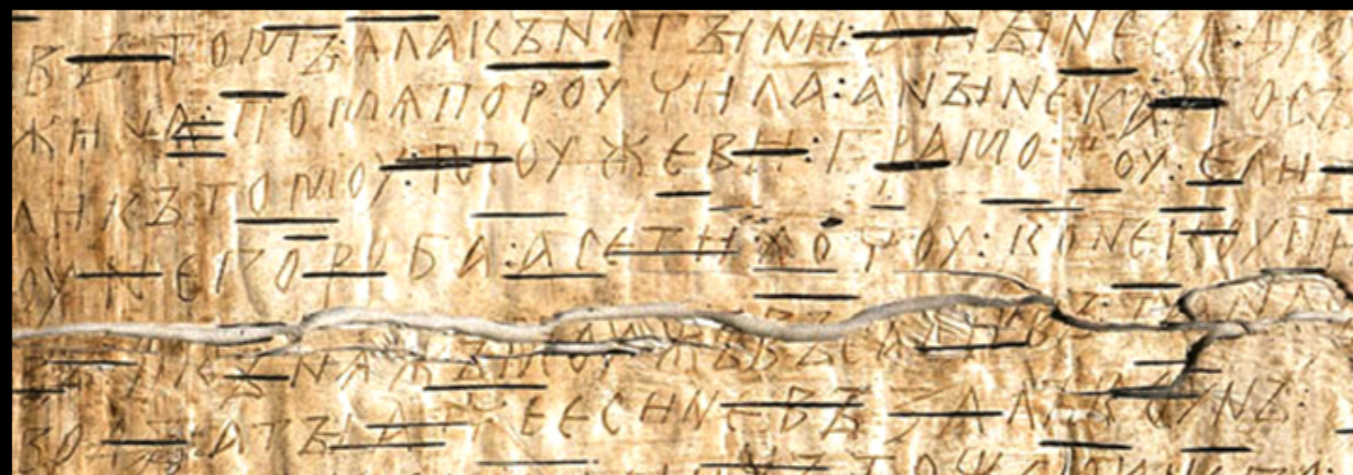
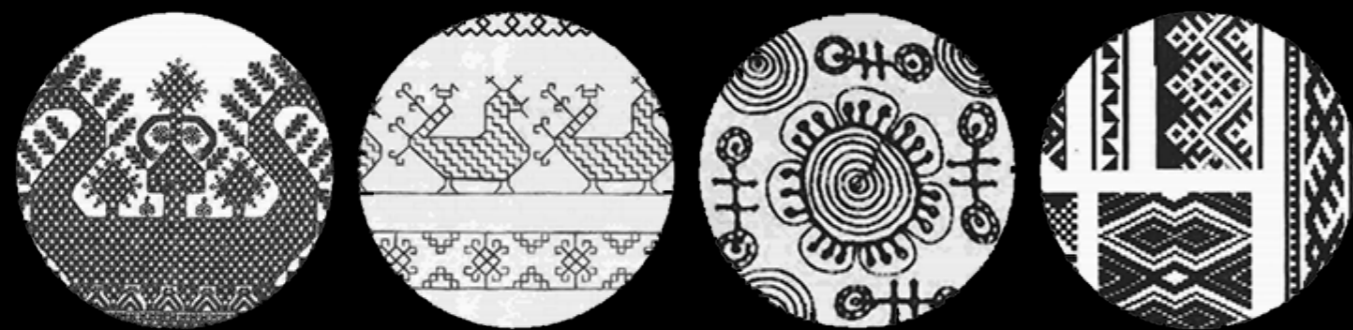


The brand identity is born out of Northern woods and lakes of Russian Karelia.

It is based on the runic alphabet of Slavic northerners and Vyshyvanka, the ethnic ornament found in fabrics and clothes.

The natural motifs and architecture of Karelia take the central stage as each package of Karelian Fish Factories products features informational excerpts on them.

# Moodboard



# Brand identity

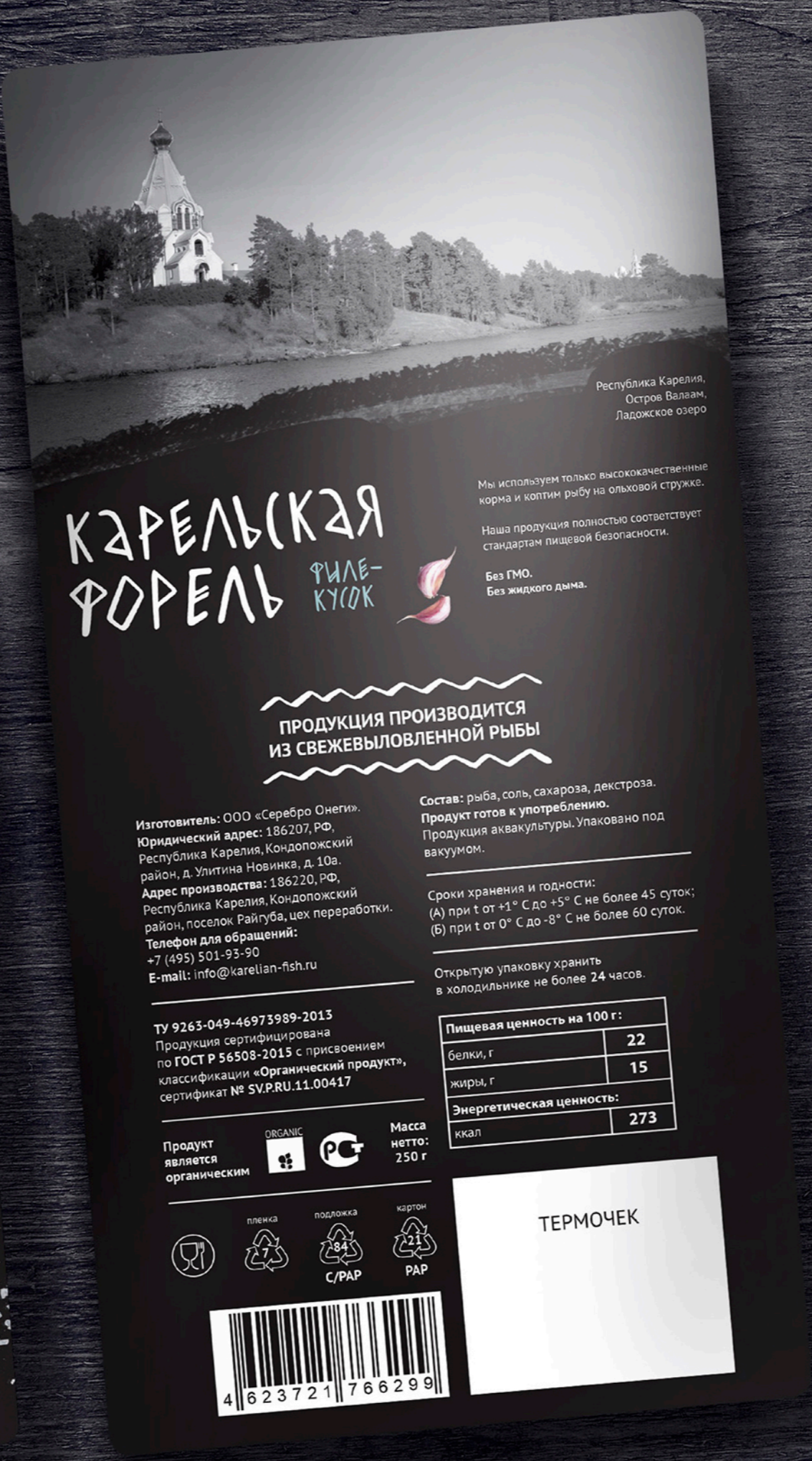




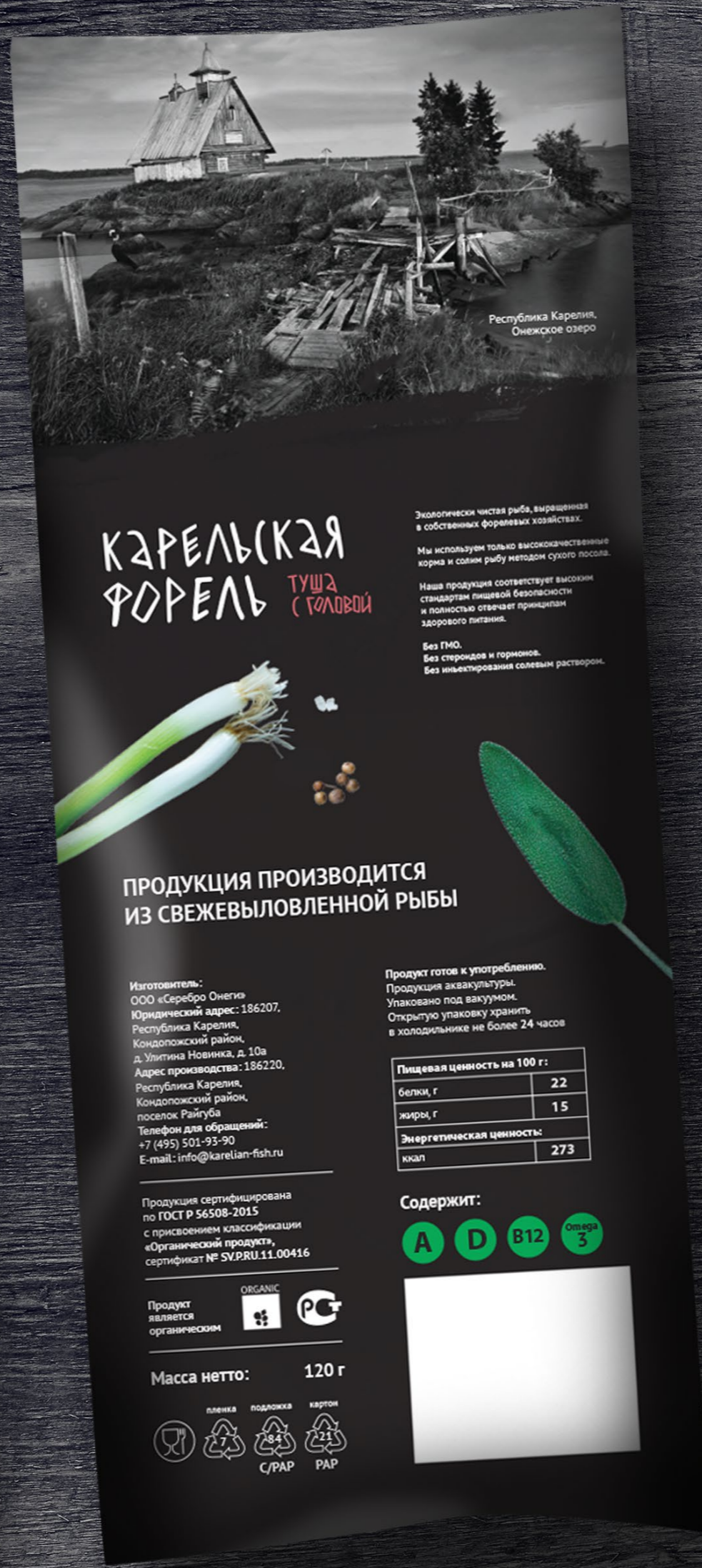
before



after







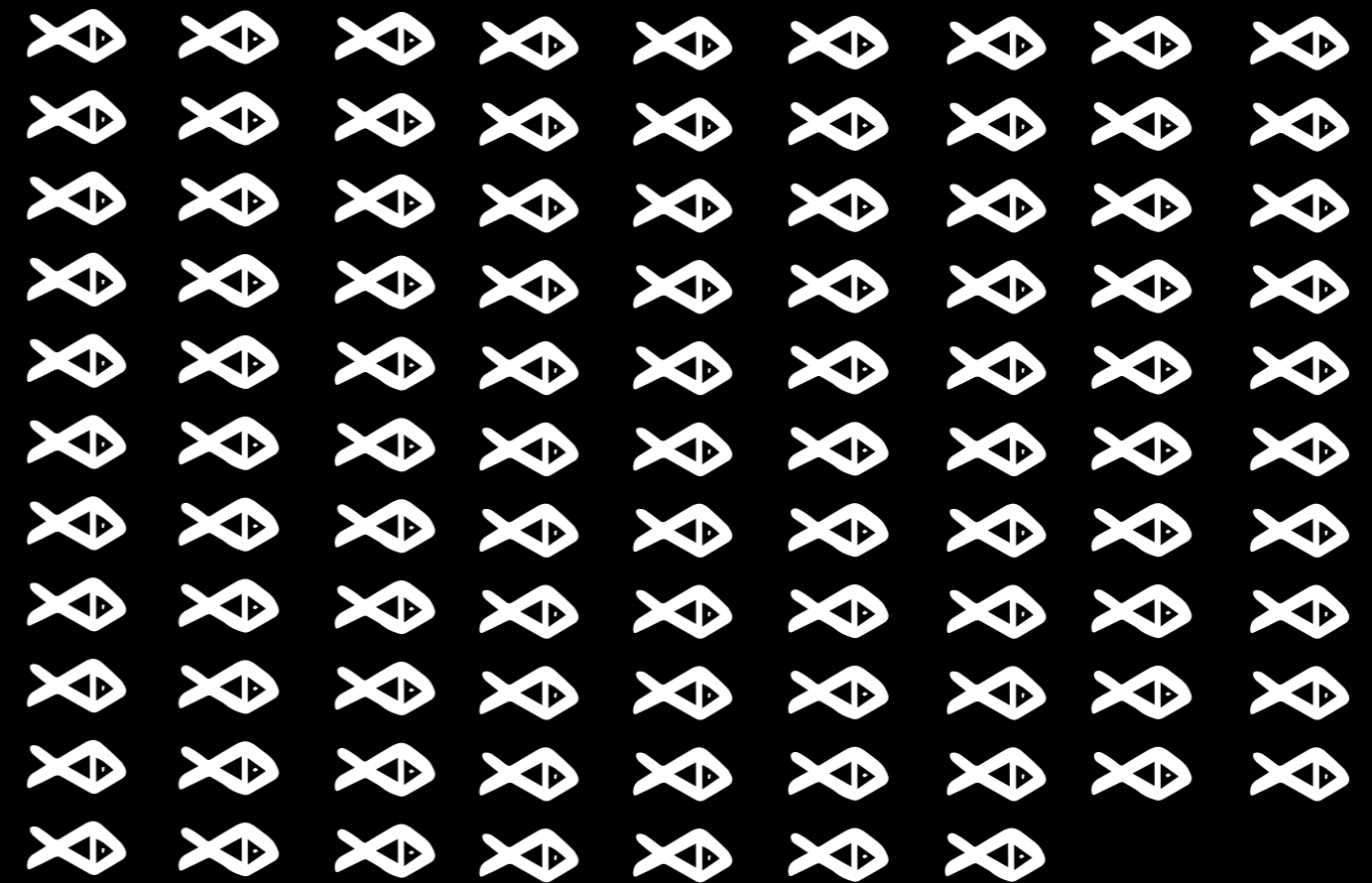






SALES

Results



1300 tons per year  
2015

135 500 tons per year  
2017

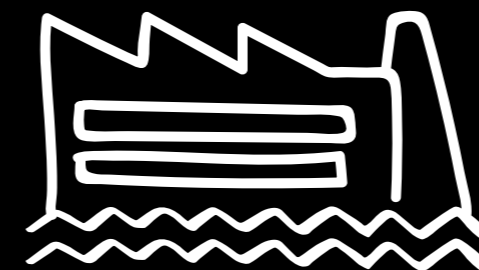
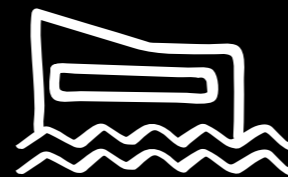
# Results



A NEW FACTORY WILL OPEN AND BEGIN PRODUCTION

2015-2017

25 tons  
per month



May 2018

125 tons  
per month

MAJOR RETAILERS ON BOARD



**SELGROS**  
cash & carry



**Перекресток**  
СУПЕРМАРКЕТ



**АЗБУКА  
ВКУСА**

**ВкусВилл**