

臻

萃



臻萃 Zhencui
Deng G Sichuan Sauce

Our Members

2



**Sun
Tsang Yiu Sun**



**Elysion
Chan Chung Yan**



**Tiana
Yip Hoi Wing**



**Ada
Wong Yuet Yan**



**Ingrid
Fung Ying**



**Olivia
Chan Ho Sum**

Clients' Feedbacks

Thank you for your comments.

- **The usage of sauces (all for condiment)**
- **The changes of the sauce product line (3 basic + 3 feature)**
- **Let people know they can balance the spiciness of Sichuan Cuisine in Deng G**
- **The usage of the paper inside the outer box**

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Introduction

How might we...?

Position Deng G as the **Premium** brand for **Authentic** Sichuan sauces and advocate the **Diversity** in Sichuan culture and cuisine.



這是一個故事取至於四川豐富多樣物種的精華，以細心、一絲不苟的方式應用於生活的藝術。我們只用最正宗和優質的原料製造出四川特有的味道多層次地呈現給大眾。

This is a story about merging the essence of fertile nature, persistence, meticulousness, and the art of life.
We only made the most premium authentic Sichuan sauce with an unexpected multi-level flavor.

川菜比辣還要更多。

Sichuan Cuisine Is More Than Spiciness.





“臻”，means “achieve the best”.

“萃”，means “assemble”.

These two words form a term --

“臻萃”，which comes from 《馬尚書本命醮詞》：

「所期真聖鑑臨，福祥臻

It means “**Assemble the best**”.

Premium, Authentic and diversity.

**We assemble all the best of Sichuan Cuisine,
into bottle of Sichuan sauce.**

Brand Message

- Meticulous and detail-oriented
- Good taste matter
- We insist, so we make it
- The essence of the fertile geographical resources
- We are not aiming for being good, we aim for beyond the best

「百年至臻，一瞬之萃」

Century of Perfection, One Touch of Soul

取百年土地的精華，濃縮於一瞬間送入口中

Took with century land of soul, concentrated into the oral nose

Objectives

Experience

Premium
service

Promote

Authentic
Sichuan
culture

Expand

Customer base

Missions

Positioning

Premium and
authentic
brand

Options

Multiple
product line
choices



Joyce

Target Audience

Age:	27
Gender:	Female
Location:	A rented flat in Kowloon Tong
Marital Status:	Single
Occupation:	Project manager in a creative design company
Dress Code:	Work: smart casual Weekends: elegant casual
Personality:	Creative, perfectionist, reliable
Favorite Brands:	Zara and Saint Laurent

Joyce's mother is Sichuanese, her working style is chill due to her heritage. Her mother loves Sichuan Cuisine because it reminds her of her hometown. She always accompanies her mother to eat in Sichuan restaurants or she cooks Sichuan food for her mother.

Lifestyle

joyce_chan0226



60
Posts

1020
Followers

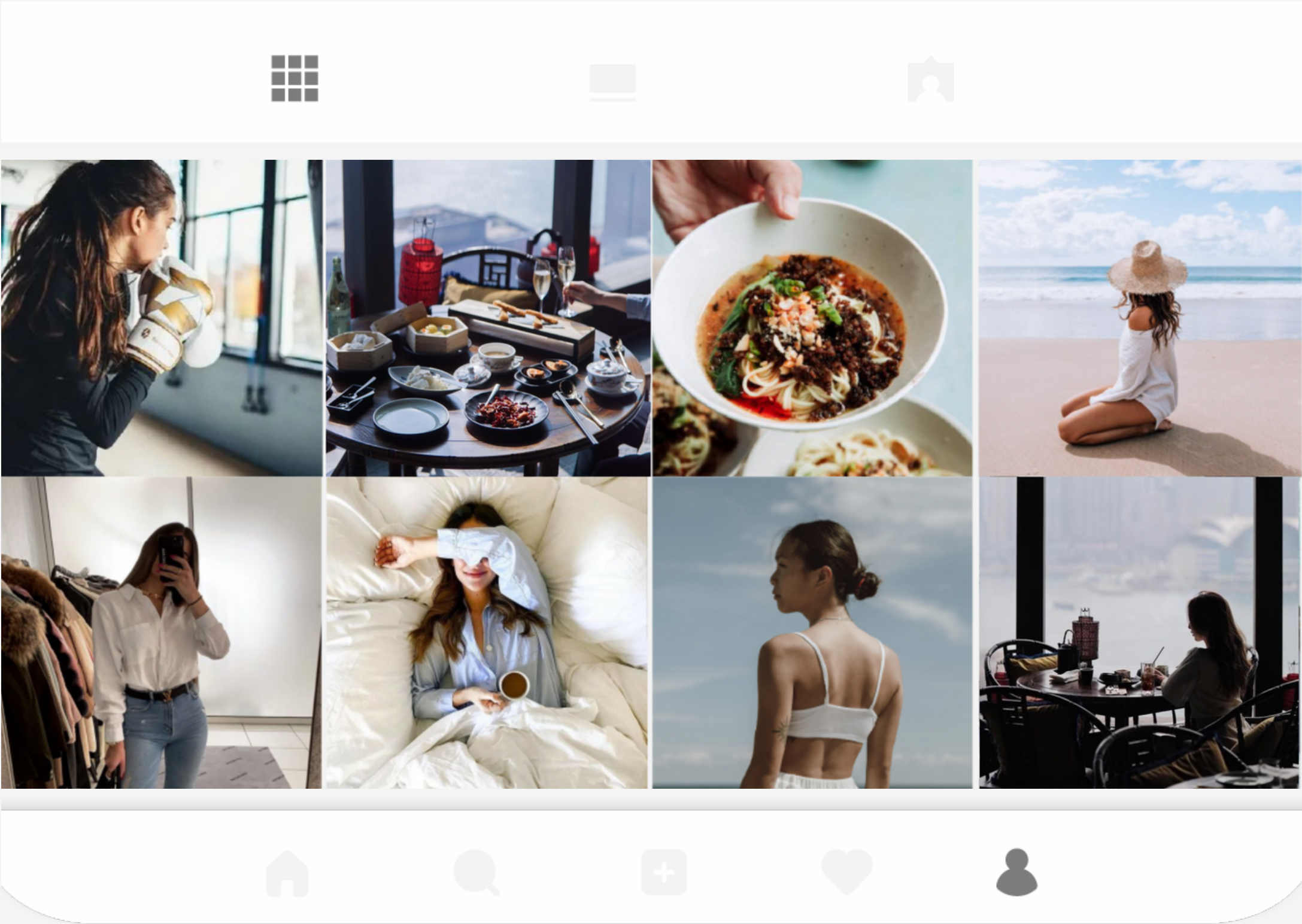
432
Following

Follow

Joyce

Enjoy every moment of life.

- # Aesthetic
- # Trendy
- # Enjoy life
- # Self-demanding
- # Sichuan food lover



Premium, Authentic & Diversity



Stylescape

6 Flavors of Sichuan Sauce

Basic

Feature



Mala

Chili

**Green
Peppercorn**

Sesame

Sweet Bean

Bibs Chili

麻辣

辣椒

藤椒

胡麻

甜麵

口水

臻

萃



Brand Identity



Logo

We have two logo versions, one with Deng G logo and one without, for smaller size lock-up.

思源黑體 Bold
思源黑體 Medium
思源黑體 Regular

For
all Chinese language
brand executions.

Typography - Chinese

Source Han Sans, designed by Adobe and Google, is a Sans-serif typeface. It is also released by Google under the Noto fonts projects as Noto Sans CJK.

Myriad Variable Concept Semibold
Myriad Variable Concept Regular

**For
all English language
brand executions.**

Typography - English

**Myriad Variable Concept, designed by
Robert Slimbach and Carol Twombly, is a
Sans-serif typeface.**

Visual

CMYK: 3, 2, 2, 0
RGB: 244, 244, 244
HEX: #F4F4F4

Visual

CMYK: 15, 11, 12, 0
RGB: 214, 214, 214
HEX: #D6D6D6

Visual

CMYK: 55, 47, 46, 12
RGB: 117, 117, 117
HEX: #757575

Logo/ Text

CMYK: 68, 62, 61, 51
RGB: 59, 59, 59
HEX: #3B3B3B

Text

CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: #000000

Foil Gold

CMYK: 19, 33, 80, 0
RGB: 209, 167, 83
HEX: #D1A753

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Color Palette - Primary

Core colors of the brand.

21					
Sesame 胡麻 CMYK: 27, 41, 63, 3 RGB: 185, 147, 107 HEX: #B9936B	Bibs Chili 口水 CMYK: 24, 85, 79, 15 RGB: 169, 65, 58 HEX: #A9413A	Chili 辣椒 CMYK: 31, 85, 73, 29 RGB: 138, 56, 56 HEX: #8A3838	Green Peppercorn 藤椒 CMYK: 38, 45, 80, 13 RGB: 150, 124, 73 HEX: #967C49	Mala 麻辣 CMYK: 54, 75, 68, 75 RGB: 51, 24, 24 HEX: #331818	Sweet Bean 甜麵 CMYK: 61, 93, 39, 30 RGB: 96, 39, 83 HEX: #602753

Color Palette - Sauce

Signature color for each sauce flavors.



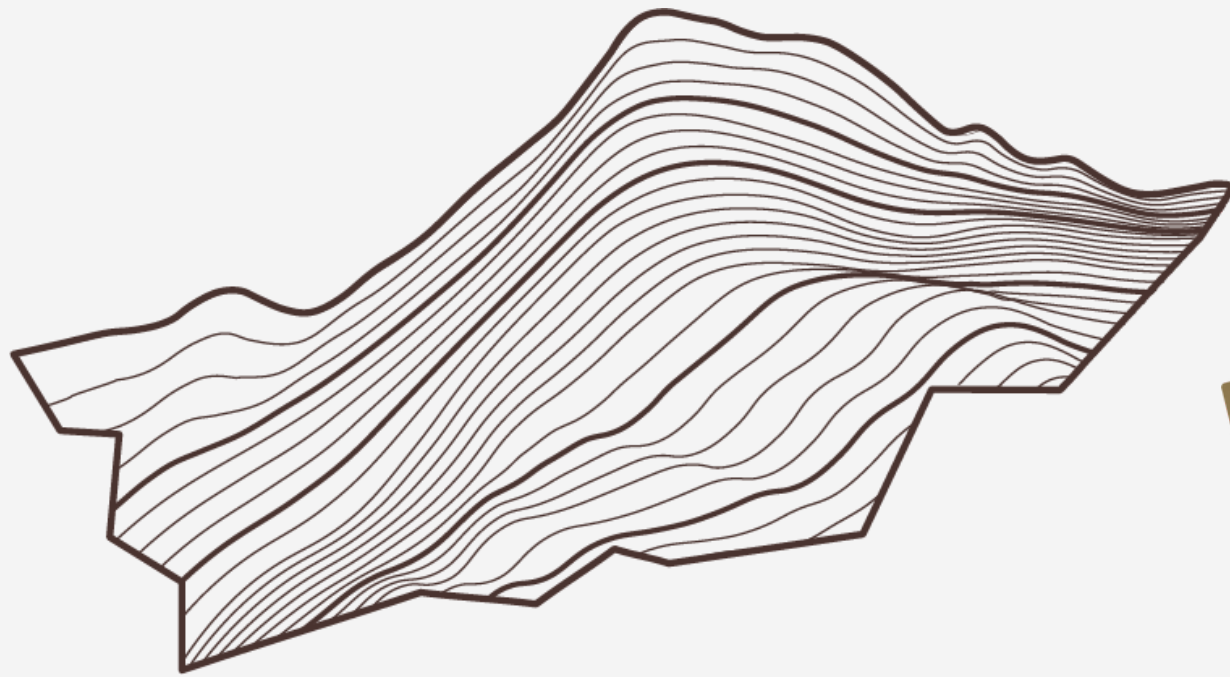
Graphic Element
Chinese Ink Wash
Landscape Painting

Mala 麻辣

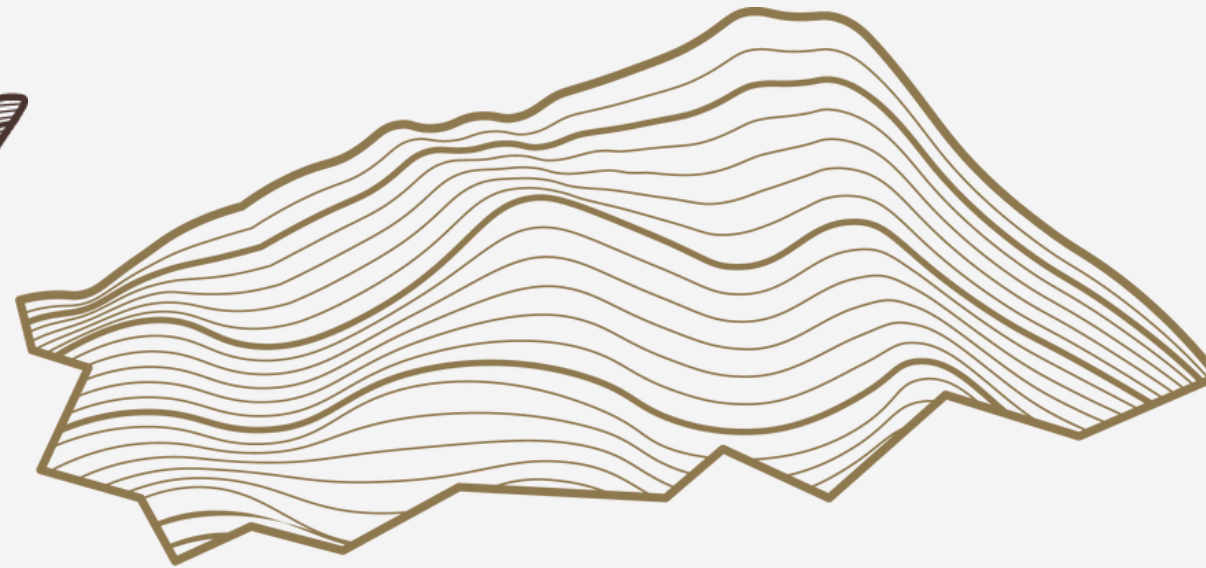
Green Peppercorn 藤椒

Chili 辣椒

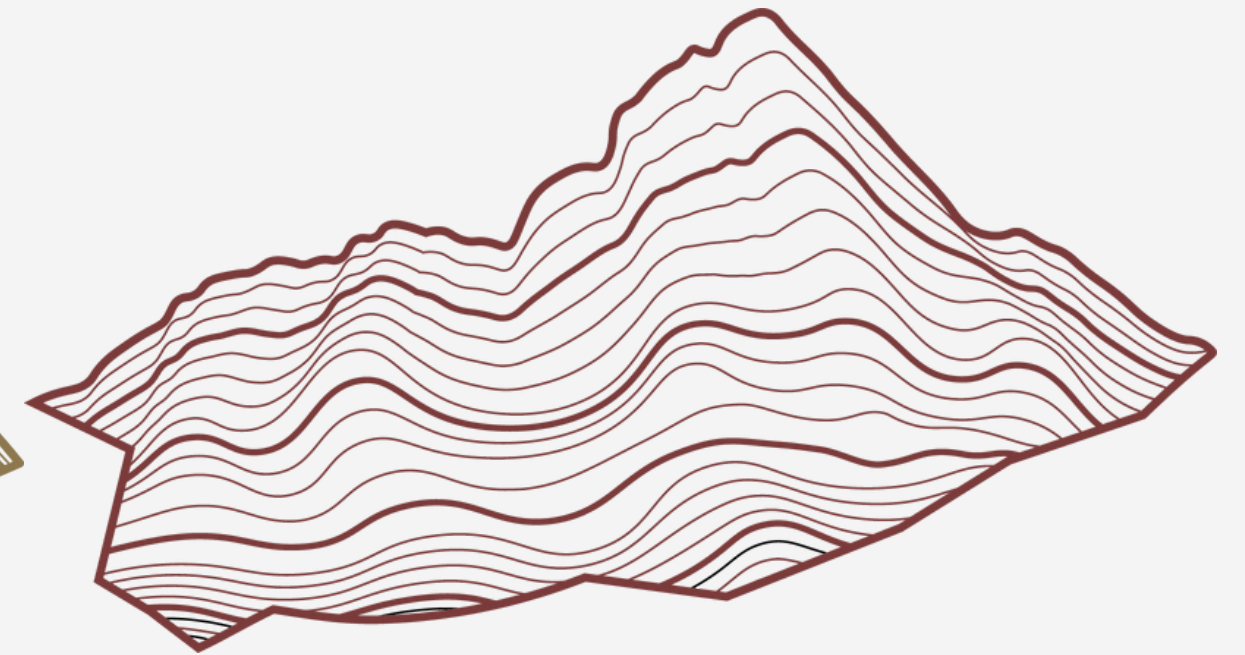
23



Mount Gongga
貢嘎山



Mount Genyen
格聶神山



Mount Siguniang
四姑娘山

Graphic Element

Landscape Contour Lines

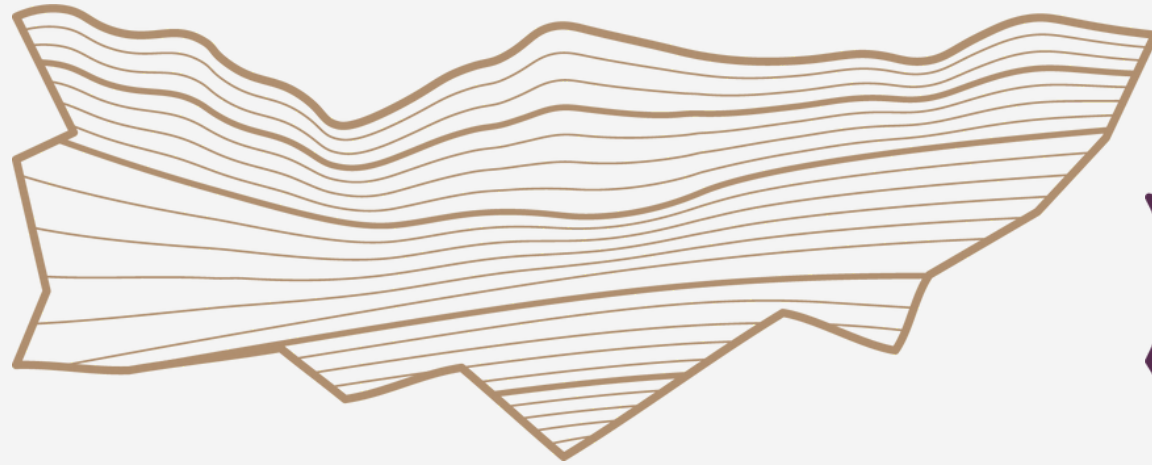
Shape inspired by Sichuan well-known mountains. Each shape represents each sauce flavor. Usually applied the corresponding sauce color.

Sesame 胡麻

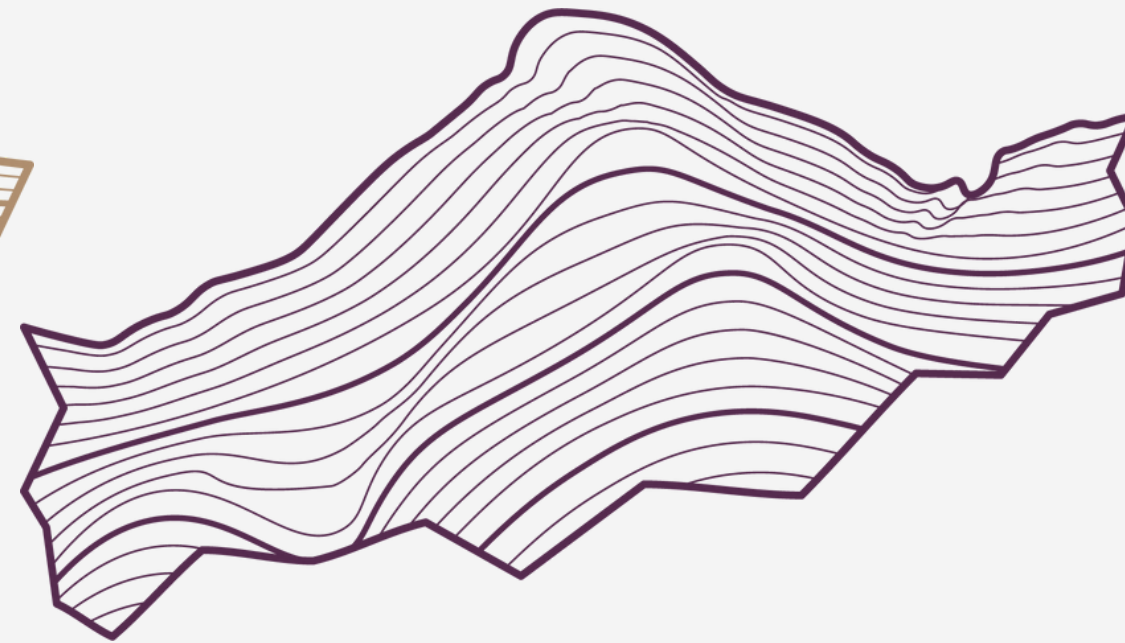
Sweet Bean 甜麵

Bibs Chili 口水

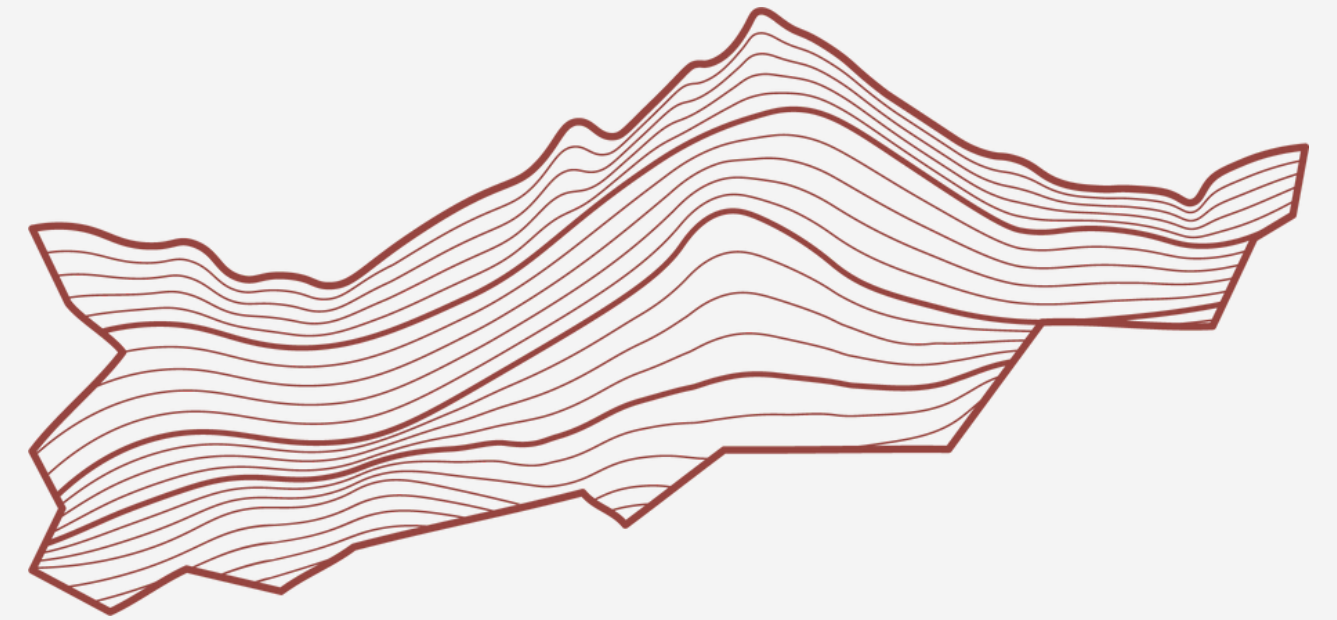
24



Mount Jiuding
九頂山



Mountain Chola
雀兒山



Mount Xuebao Ding
雪寶頂

Graphic Element

Landscape Contour Lines

Shape inspired by Sichuan well-known mountains. Each shape represents each sauce flavor. Usually applied the corresponding sauce color .

Texture

Foil Stamping & Debossing



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Packaging Design

Price

HKD \$280 - \$380

300g

****Spring Moon 嘉麟樓 Hot Sauce**

~\$230-330 / 220g

Format

Each set with **one** flavor

Jar x1

Identity Card x1

Outer Box x1

Carrier Bag x1

Selling Points

Unique box package design

Folded introduction card

Sauce identity card

Basic Information of Packaging Design



Box Width 80mm Box Depth 90mm Box Height 170mm

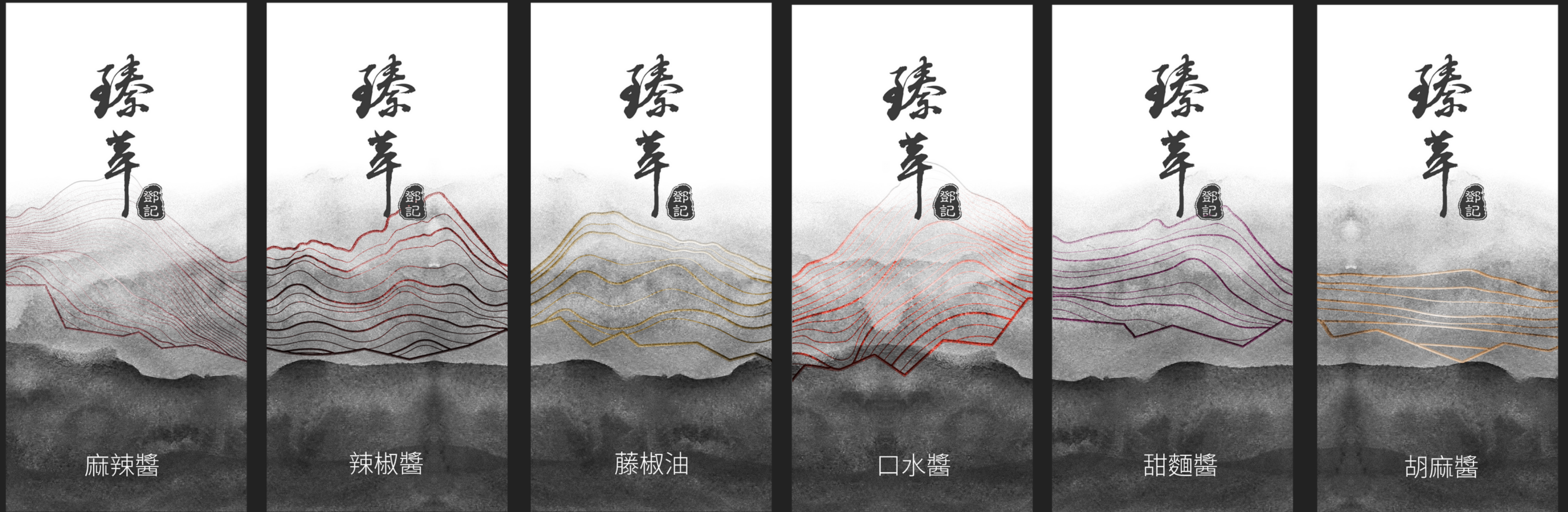
1st Layer Width 5mm 1st Layer Depth 3mm

2nd Layer Depth 35mm

Outer Box

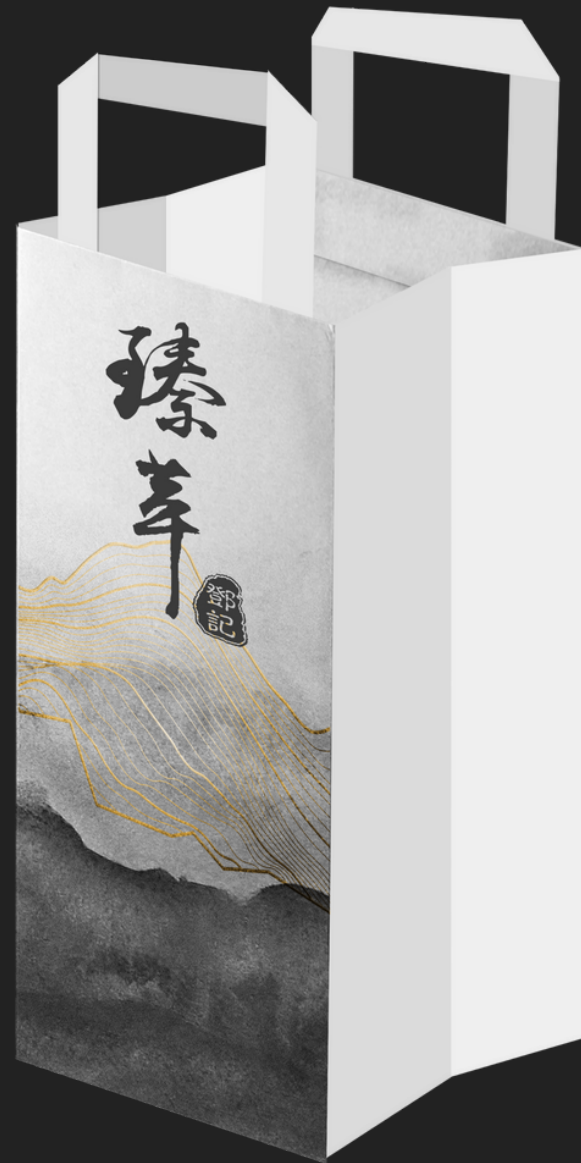
Box Size: 170 x 80 x 90mm

The material of the outer box will be wood. After sliding open the lid, there will be the identity card and introduction paper on top, the jar of sauce will be underneath it.



Box Lid

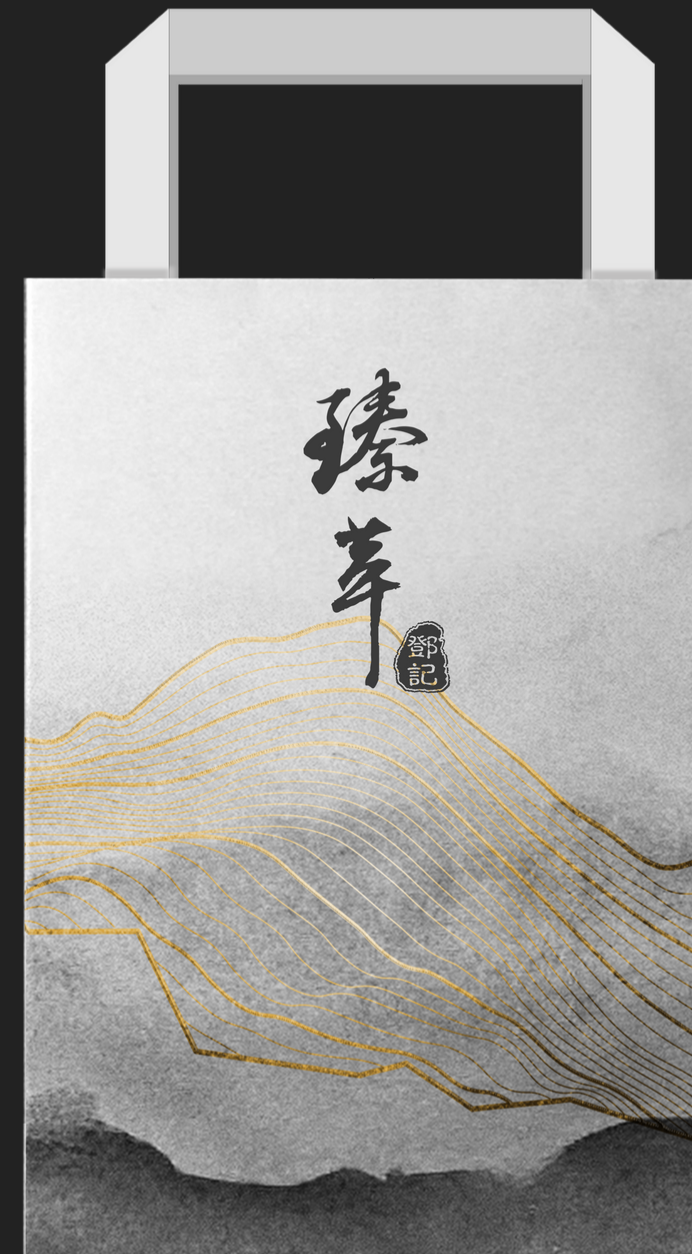
Each lid has its corresponding mountain and color. When the whole set of sauce is lining up together, all lines and the whole picture can be linked.



Height 180mm Width 90mm Depth 100mm

Strap Length 150mm Strap Width 10mm

For 1 box of sauce



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For 2 boxes of sauce

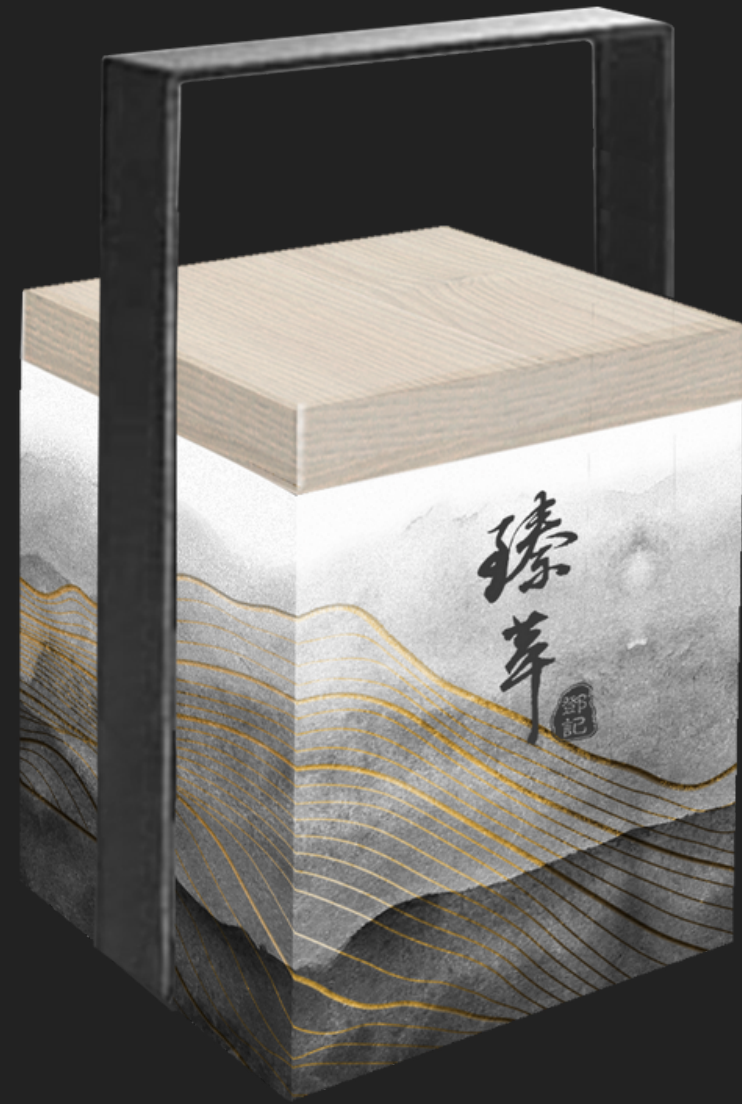
Carrier Bag

Bag Size:

S Size: 180 x 90 x 100mm

L Size: 230 x 180 x 100mm

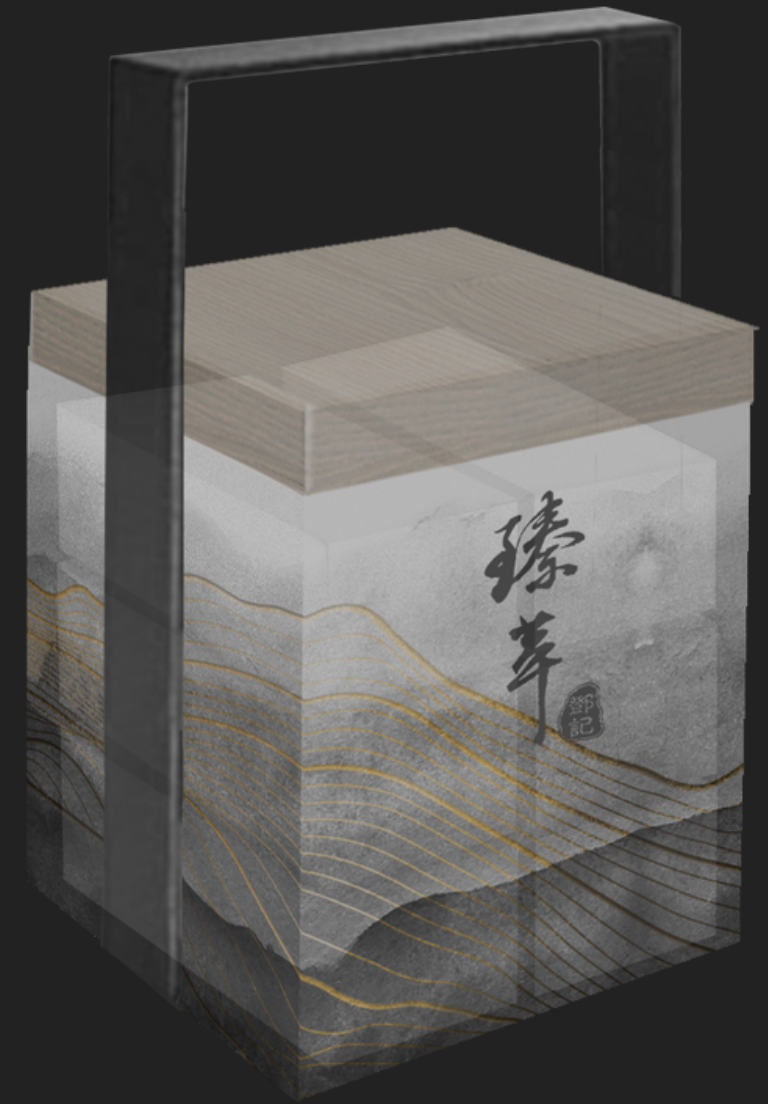
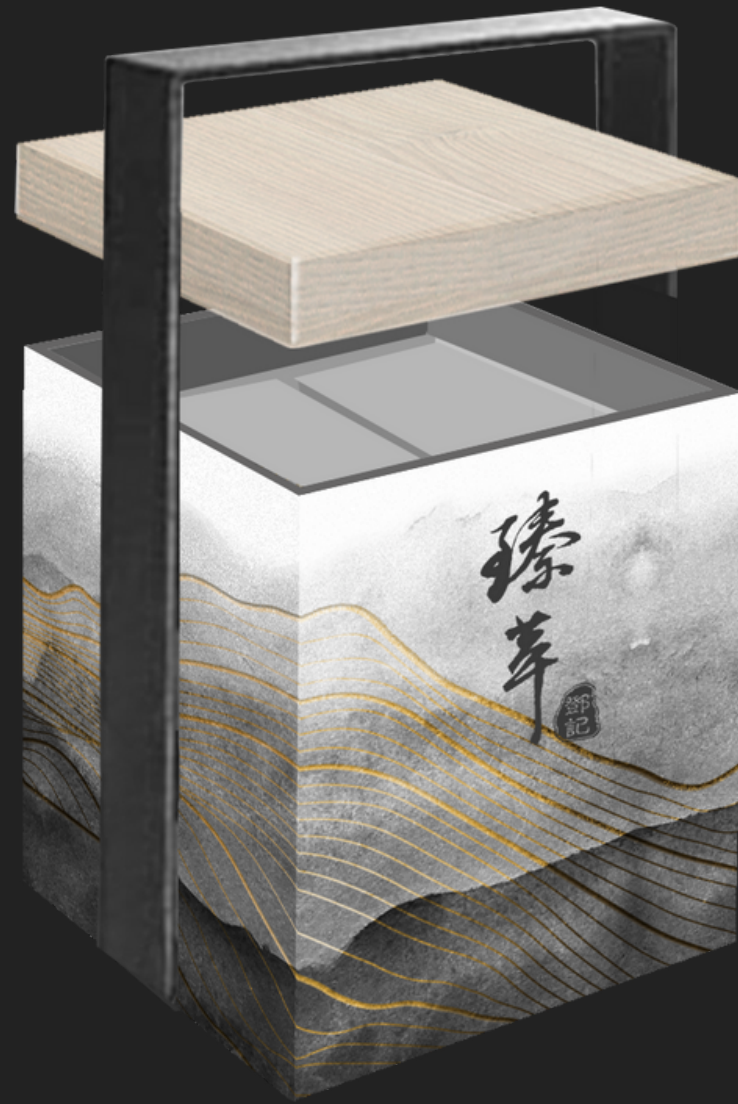
We have two carrier bags, one is perfect fit for 1 box of sauce and one is for 2 boxes of sauce.



Wooden Lid Size: 3 x 20 x 20 cm

Box Size: 32 x 20 x 20 cm

Handle Width: 5cm



Carrier Box

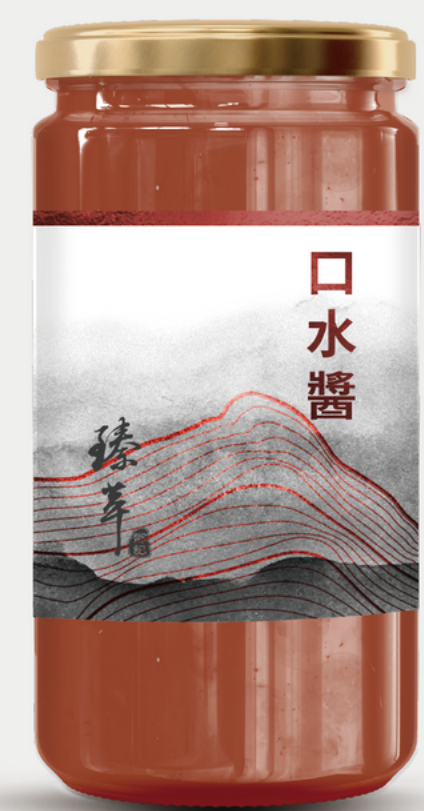
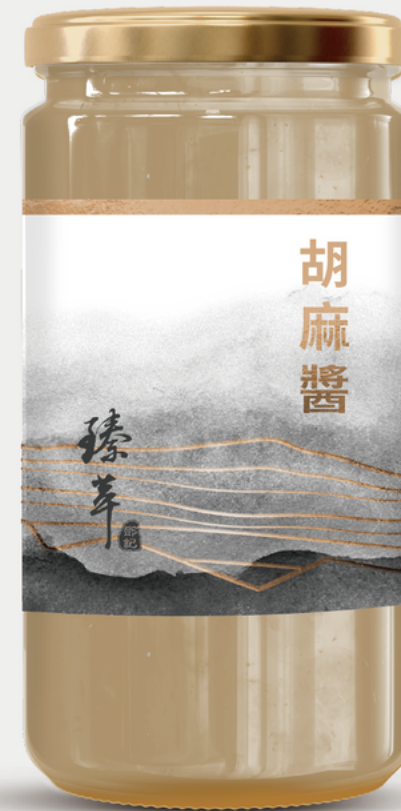
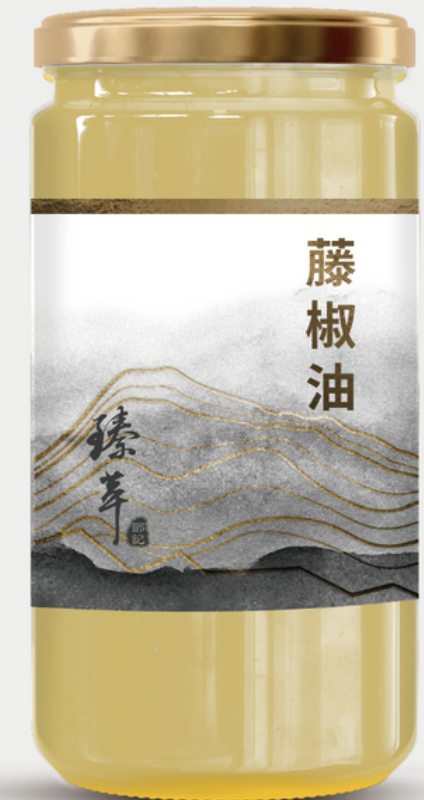
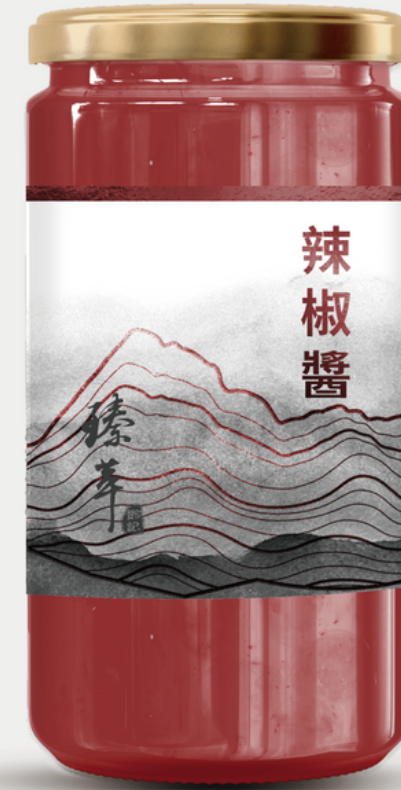
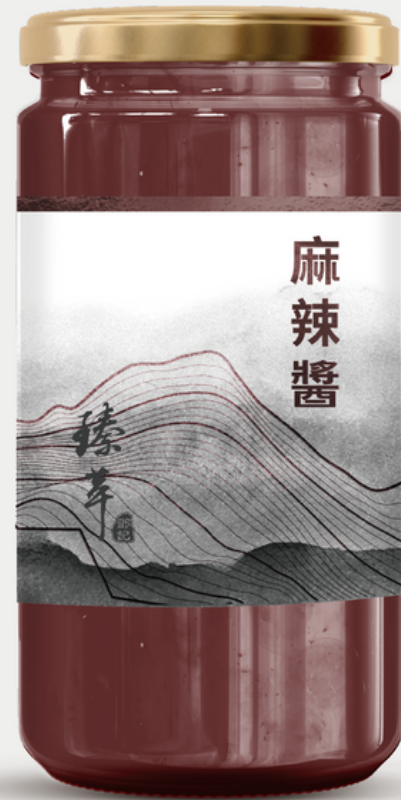
Size:
44 x 20 x 20 cm

Carrier Box for whole set (6 boxes) purchase.



Sauce Jar & Labelling

Size: Height 13cm Diameter 3cm
Glass jar and metal lid with the corresponding mountain graphics and sauce color. Foil stamping on product names and line graphics printing.



Sauce Jar & Labelling



Identity Card & Introduction Paper

- Both cards are inserted in one card holder
- Card holder: Tracing paper with foil stamping
- Size: 90 x 54 mm

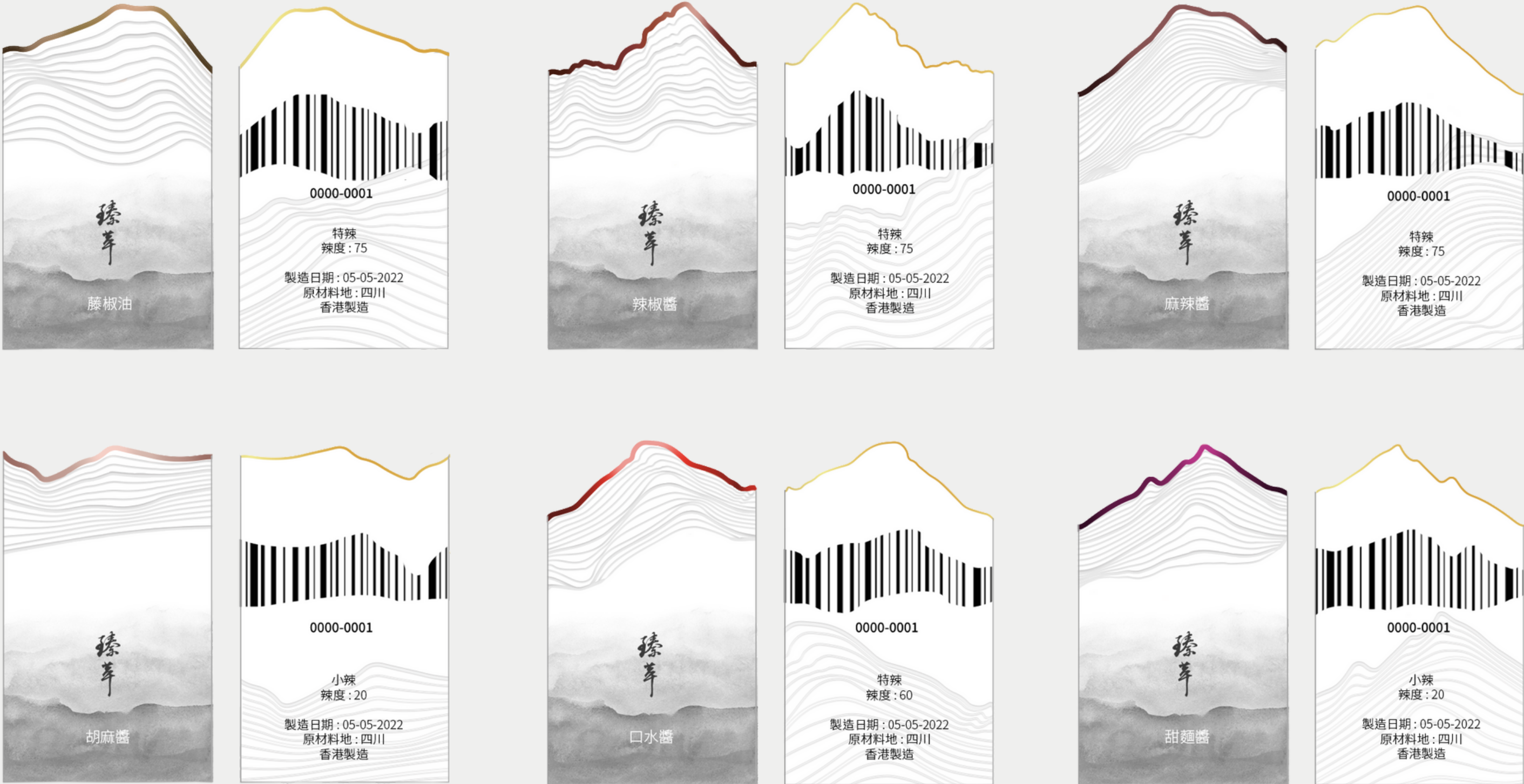


Borderline: Foil Stamping
Grey lines: Debossing
Material: Conqueror
Diamond White Paper
250gsm

Identity Card

- Sauce Name
- Spiciness Level (1-100)
- Manufacture Date
- Place of Origin
- Material of Origin
- Product Number

Identity Card

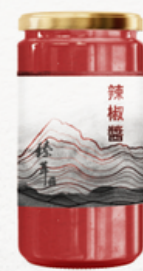




口水醬是用植物油、辣椒、鹽、大蒜、姜和胡椒製成的。

它除左可以用黎做口水雞之外，更可以做冷盆小食，例如麻辣青瓜。

Bibs Chili sauce is made with vegetable oil, spicy pepper, ginger, garlic, salt and white pepper. It can be used in chicken dishes, hotpot and ready to serve, i.e mala cucumber.



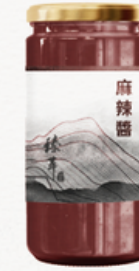
辣椒醬更多的是甜味和鹹味的結合，帶有一絲辣味，以醬油為基礎成分。

Chili sauce is more of a combination of sweet and savory flavors, with a touch of spiciness, and soy sauce as a base ingredient.



甜麵醬成份包括麵豉、糖、芝麻醬、醬油和水。可用於拌炒麵食、肉絲，或用於蘸食，更可作北京烤鴨的蘸醬，亦適合爆、炒、燒或煮等烹調之用。

Sweet Bean sauce is made with fermented soybean paste, sugar, sesame paste, soy sauce and water. It can be used on noodles with stir-fried meat sauce and shredded pork, and dipping.



麻辣醬是用辣椒、油、四川胡椒和其他調味料製成。先將辣椒片和胡椒粉磨細，然後與其他香料混合，如八角、丁香、茴香、黑荳蔻、生薑和肉桂。

Mala sauce is made with chili peppers, oil, Sichuan pepper, and other flavorings. First, chili flakes and pepper are finely ground, then mix with other spices, such as star anise, clove, fennel, black cardamom, ginger, and cinnamon.

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Introduction Paper

- Zhencui slogan
- Each sauce's main ingredients and common use
- Full set of sauce



胡麻



藤椒



口水



辣椒



甜麵



麻辣

「百年至臻，一瞬之萃」

取百年土地的精華，濃縮於一瞬間送入口中。

“A Century of Perfection, One Touch of Soul.”

Took with century land of soul,
concentrated into the oral nose.



胡麻醬是由烤白芝麻製成的醬汁，
與花生醬的質感相似。
可以用作蘸醬、麵條調味料和餡料。

Sesame paste is a thick paste made from roasted
white sesame seeds, shares similar texture to peanut
paste. It can be used as dipping sauces, noodles
seasonings, and fillings.



藤椒油中的青花椒帶有明顯的甜柑橘香氣，
這是其他辣椒沒有的，因此除了麻木的味道外，
它們還非常適合添加香氣。

Green Peppercorns oil carries an unmistakable sweet
citrus aroma which cannot be found in other
peppers. Thus, it is great to add a surprise aroma
note in addition to the numbing flavor.



Introduction Paper

- Size: 90 x 270 mm
- Material: Conqueror Diamond White Paper 100 gsm

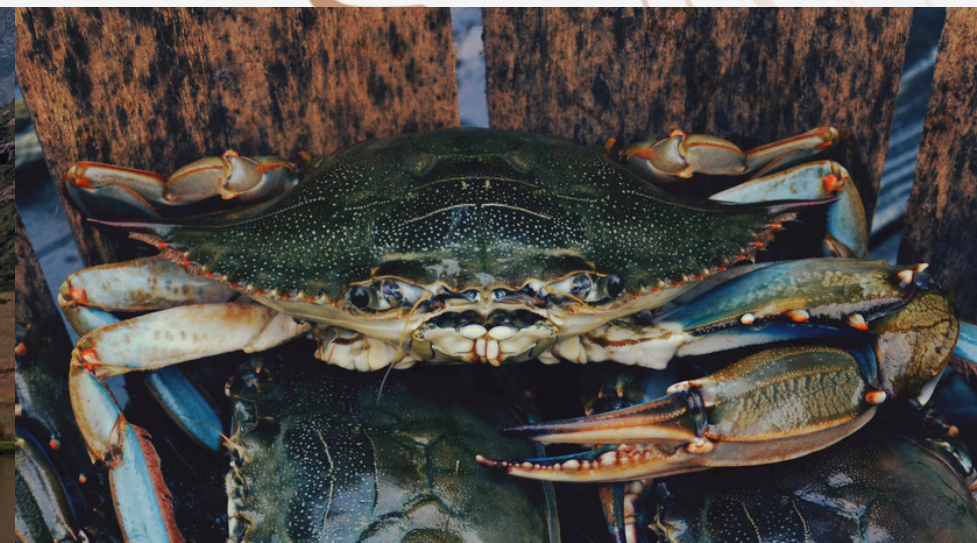
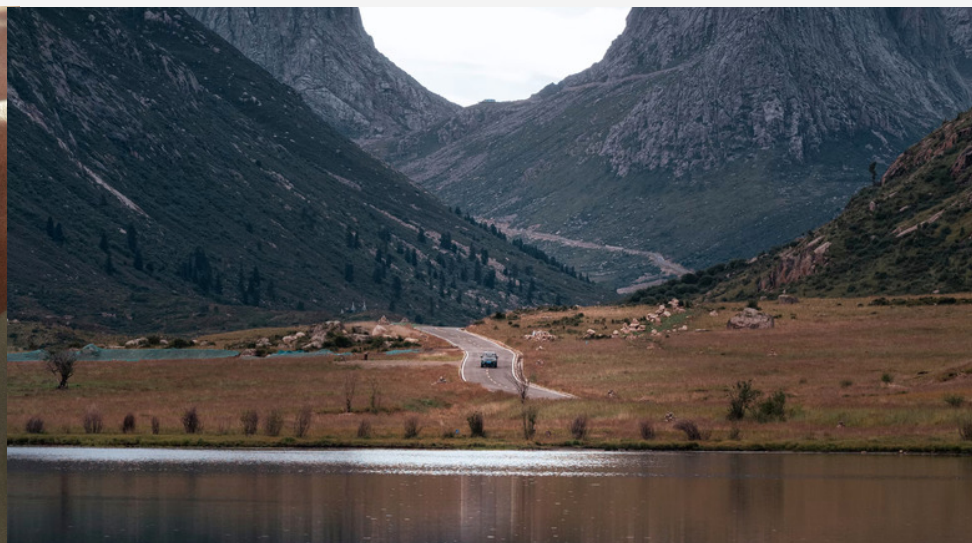
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Promotion
TVC
Advertisement

Zhencui 臻萃 《百年至臻。一瞬之萃》

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- Duration: 40s
- Style: Traditional & Nature
- Concept: Ingredients with quality

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Promotion
**Mini Exhibition &
Pop-up Store**

K11 Musea X Zhencui 臻萃

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Mini Exhibition

迷你展覽

豔映物土



- ① Installation art
- ② Ink art from Sichuan
- ③ Smell the taste

1

Location

2

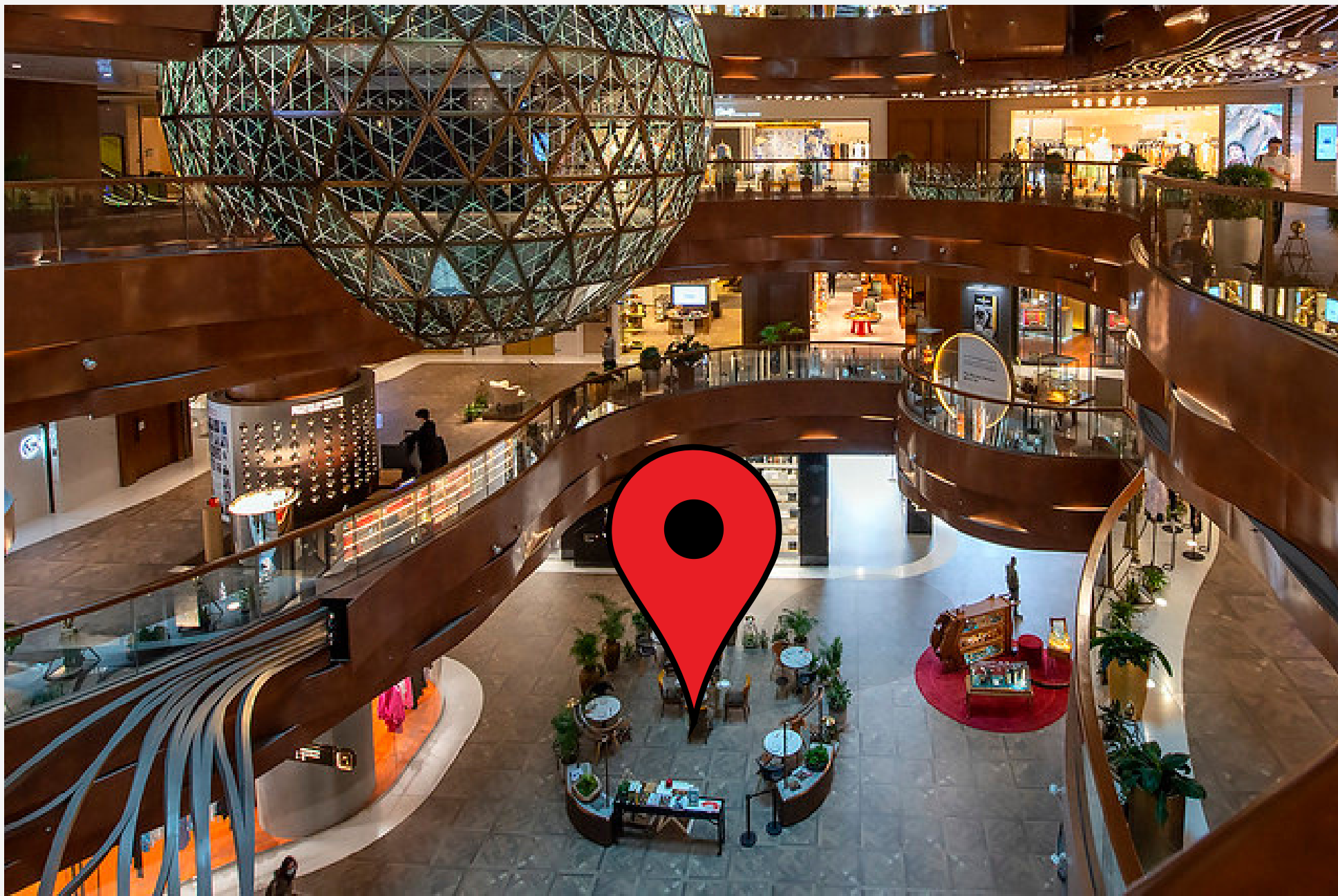
Poster

3

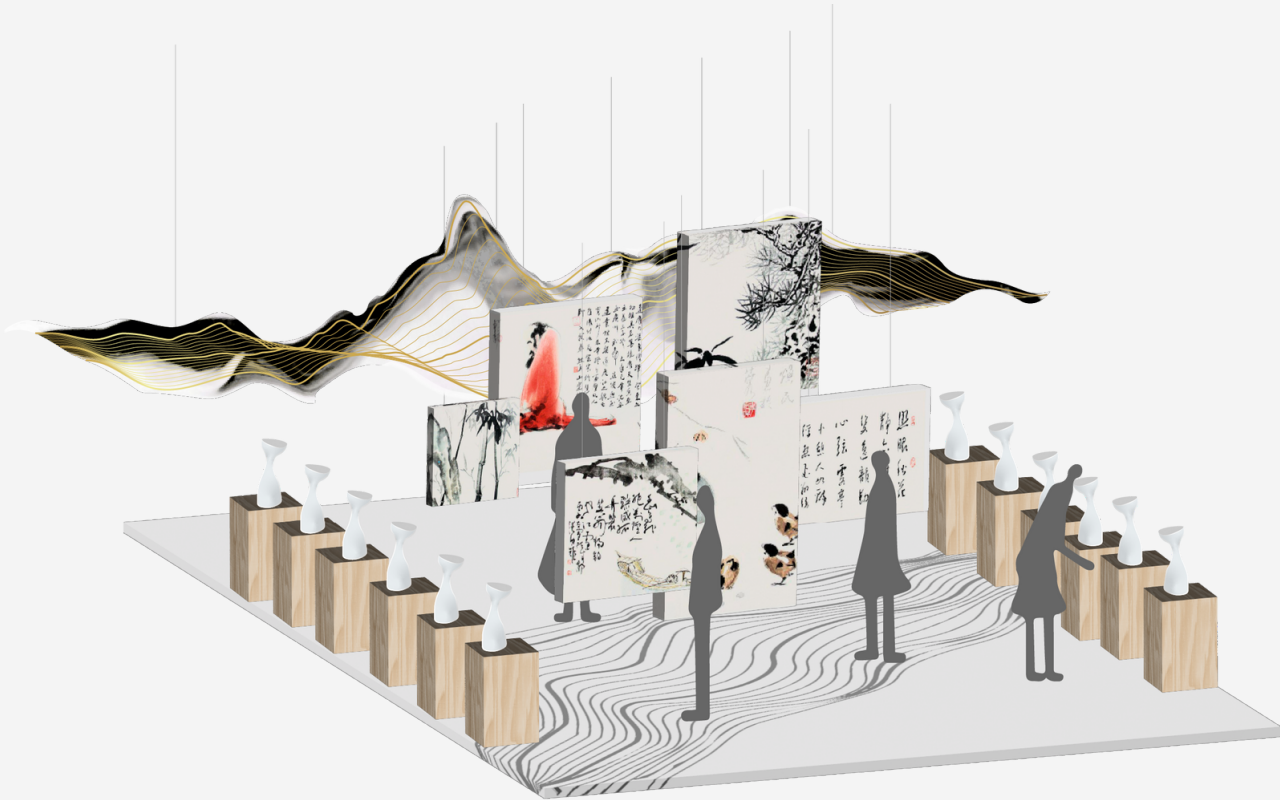
Mockup

4

Pop-up Store



K11 Musea 1/F
Central space



1

Location

2

Poster

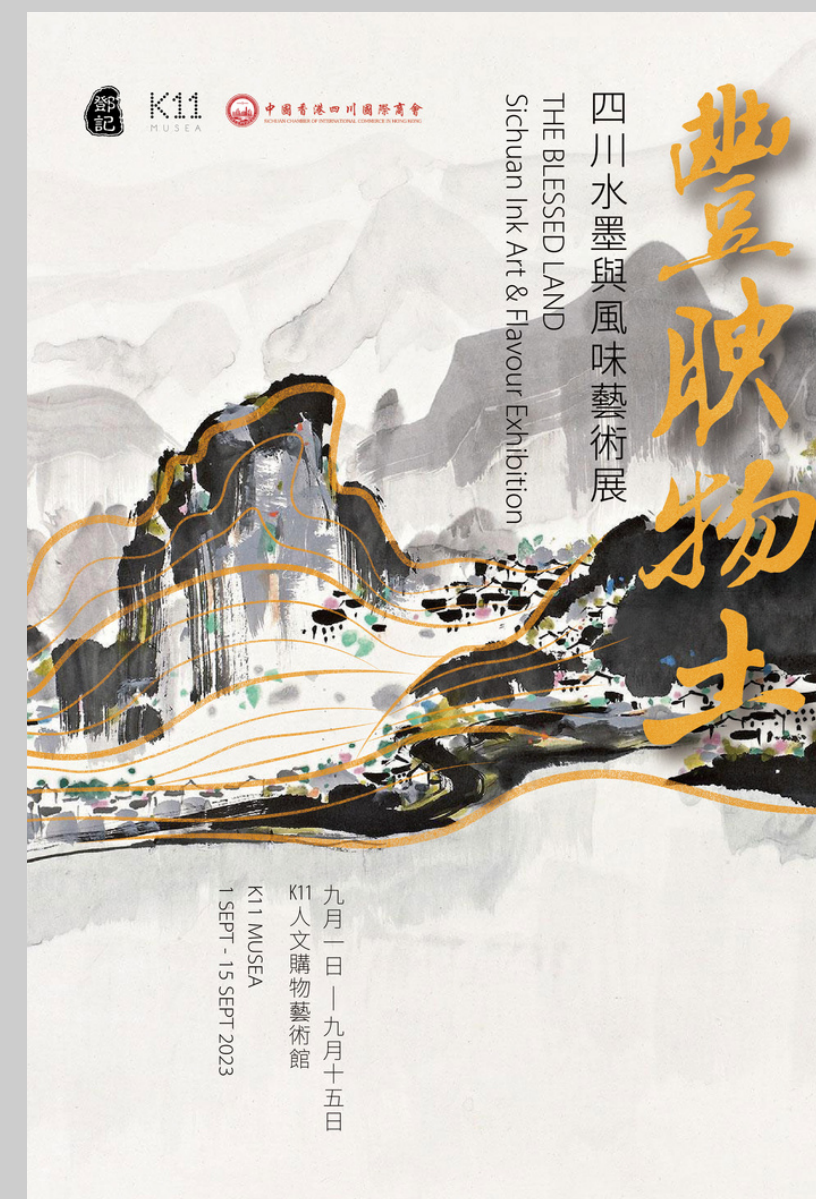
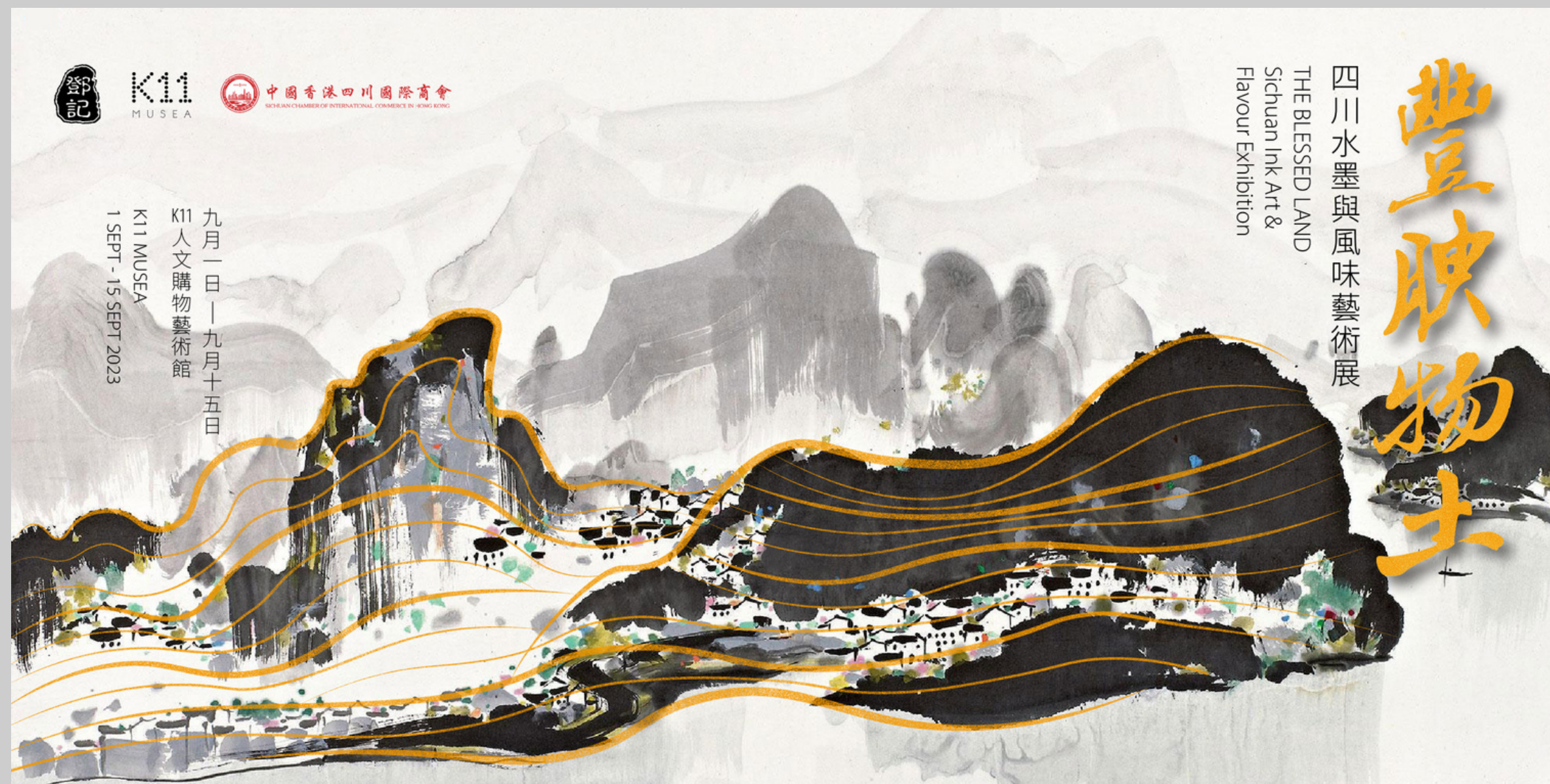
3

Mockup

4

Pop-up Store

43



1

Location

2

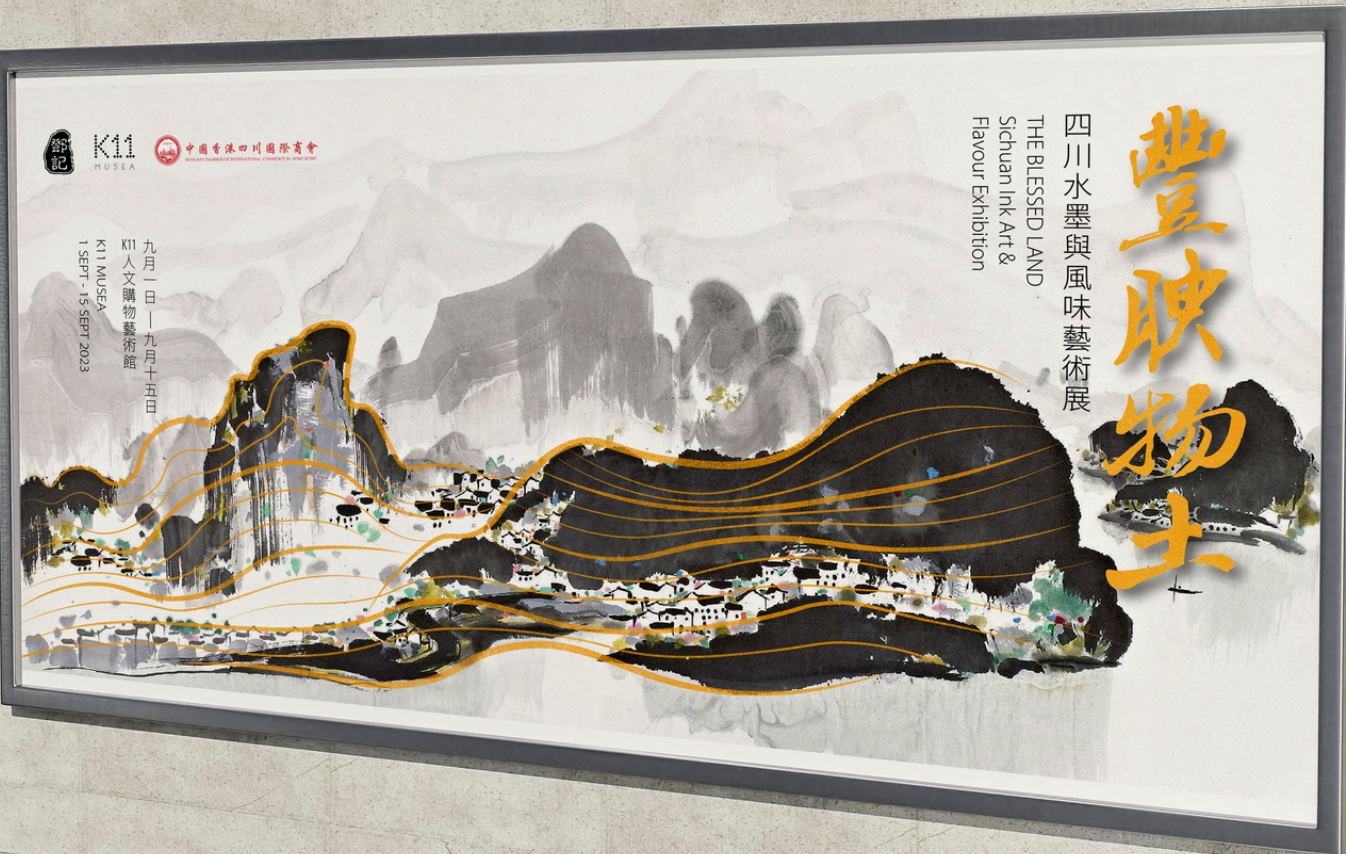
Poster

3

Mockup

4

Pop-up Store



1

Location

2

Poster

3

Mockup

4

Pop-up Store

45



1

Location

2

Poster

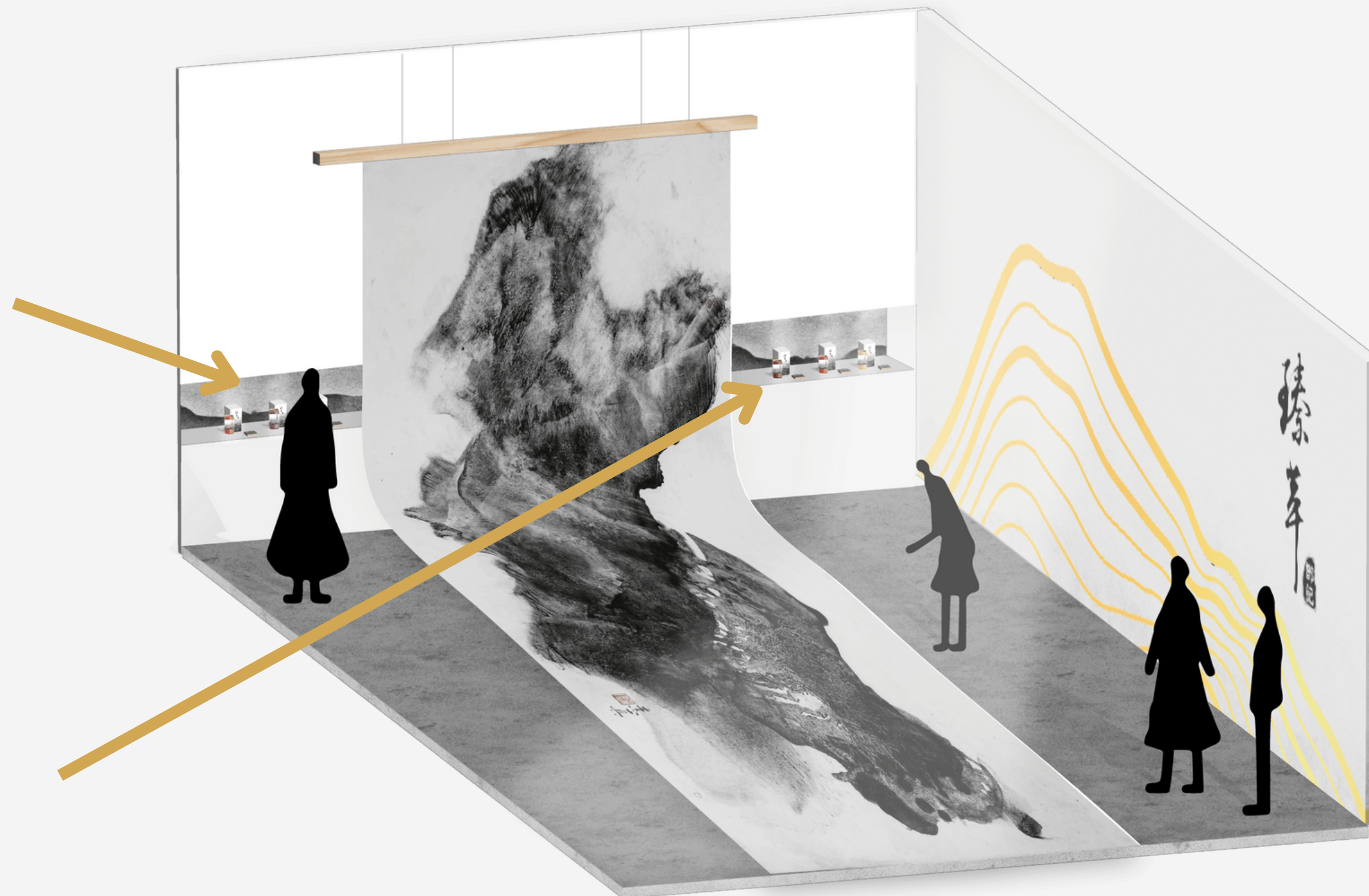
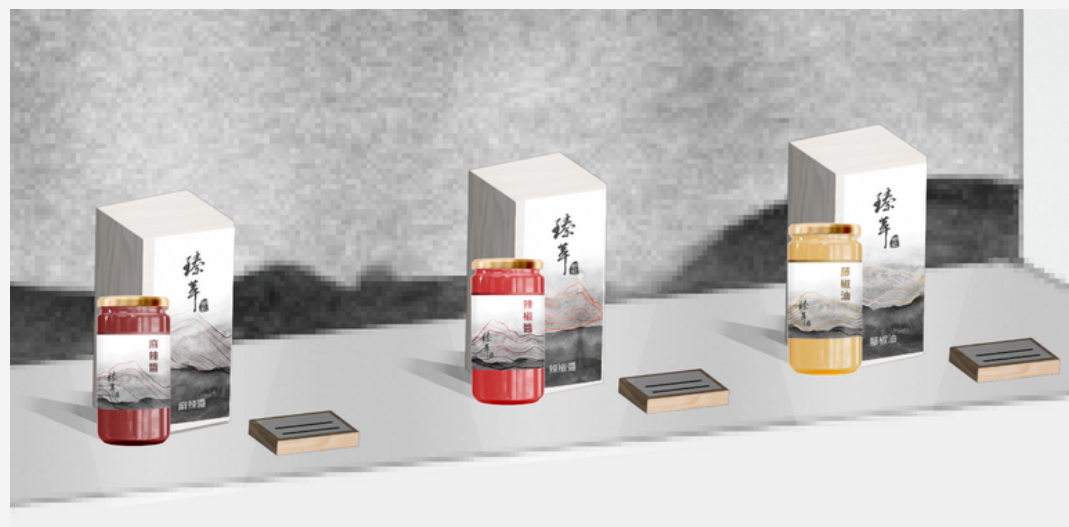
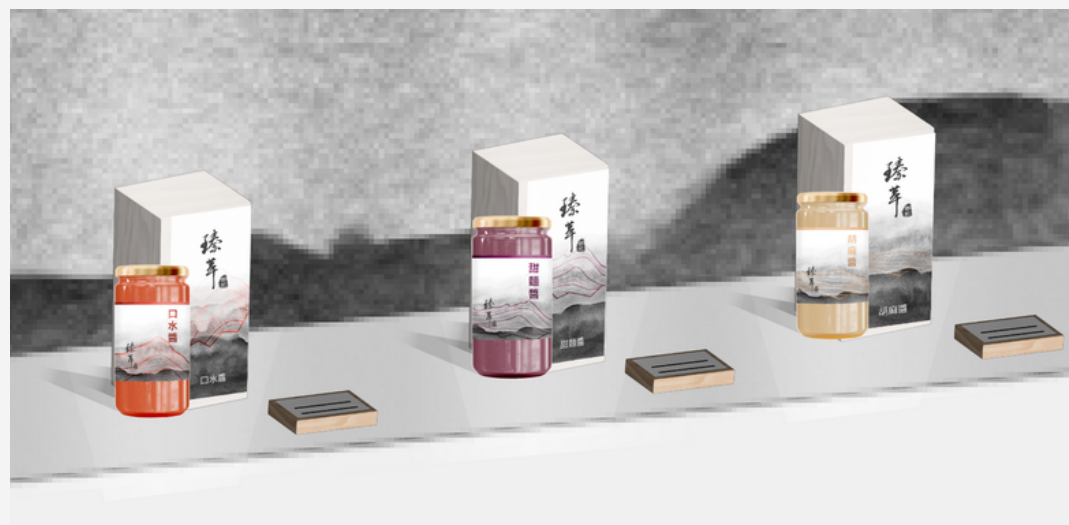
3

Mockup

4

Pop-up Store

46



1

Location

2

Poster

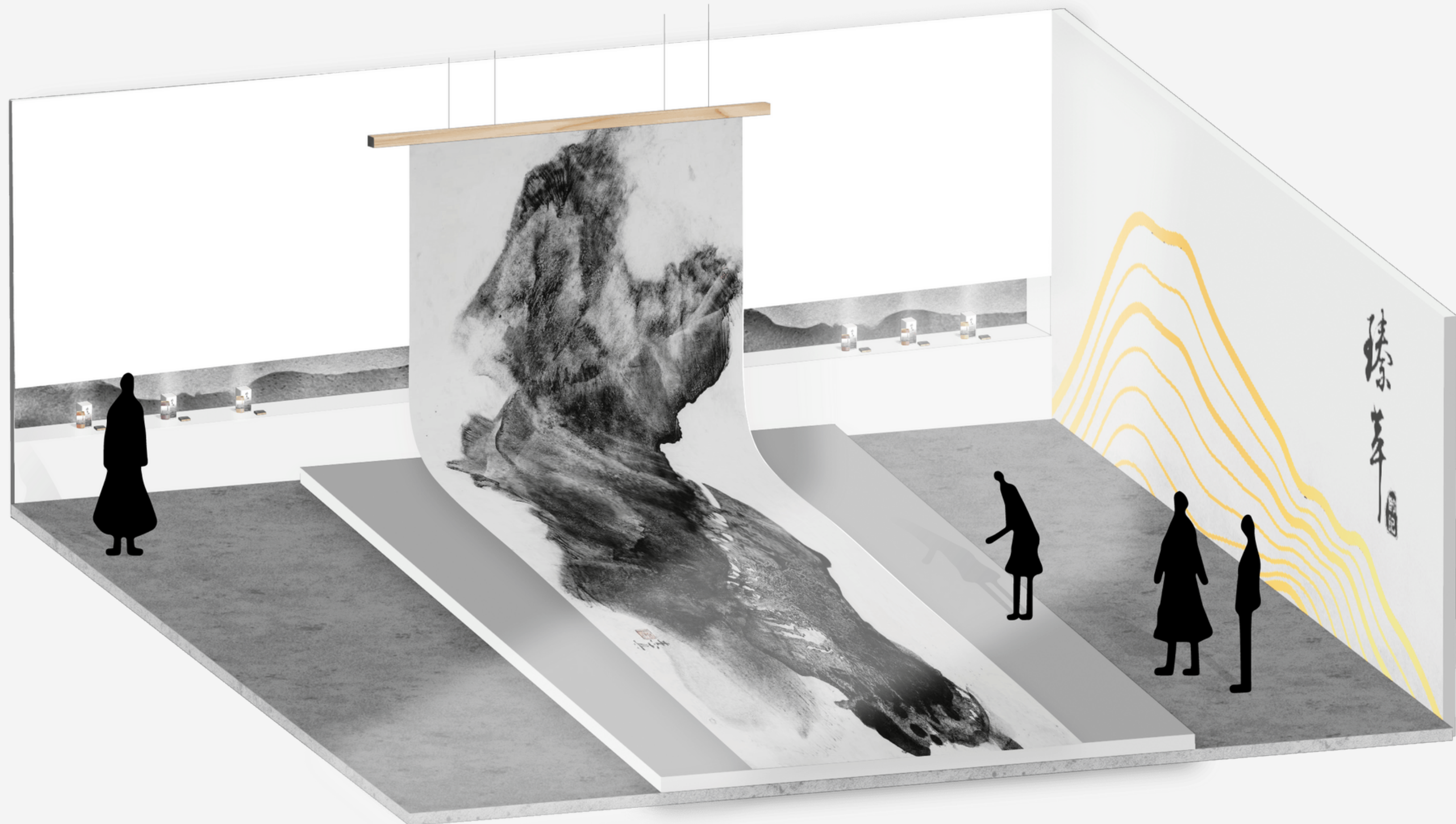
3

Mockup

4

Pop-up Store

47



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Budget & Timeline

Budget

Certificate	HKD
Outer Box & Carrier Bag	30,000
Bottle Label (6 sets)	18,000
Total	48,000

		HKD
Promotional Material Design	Leaflet (2 folds 6 panels)*	6,000
	Instagram Banner*	3,000
	FaceBook Banner*	3,000
	Website*	20,000
	Youtube Footage*	35,000
	Total	67,000

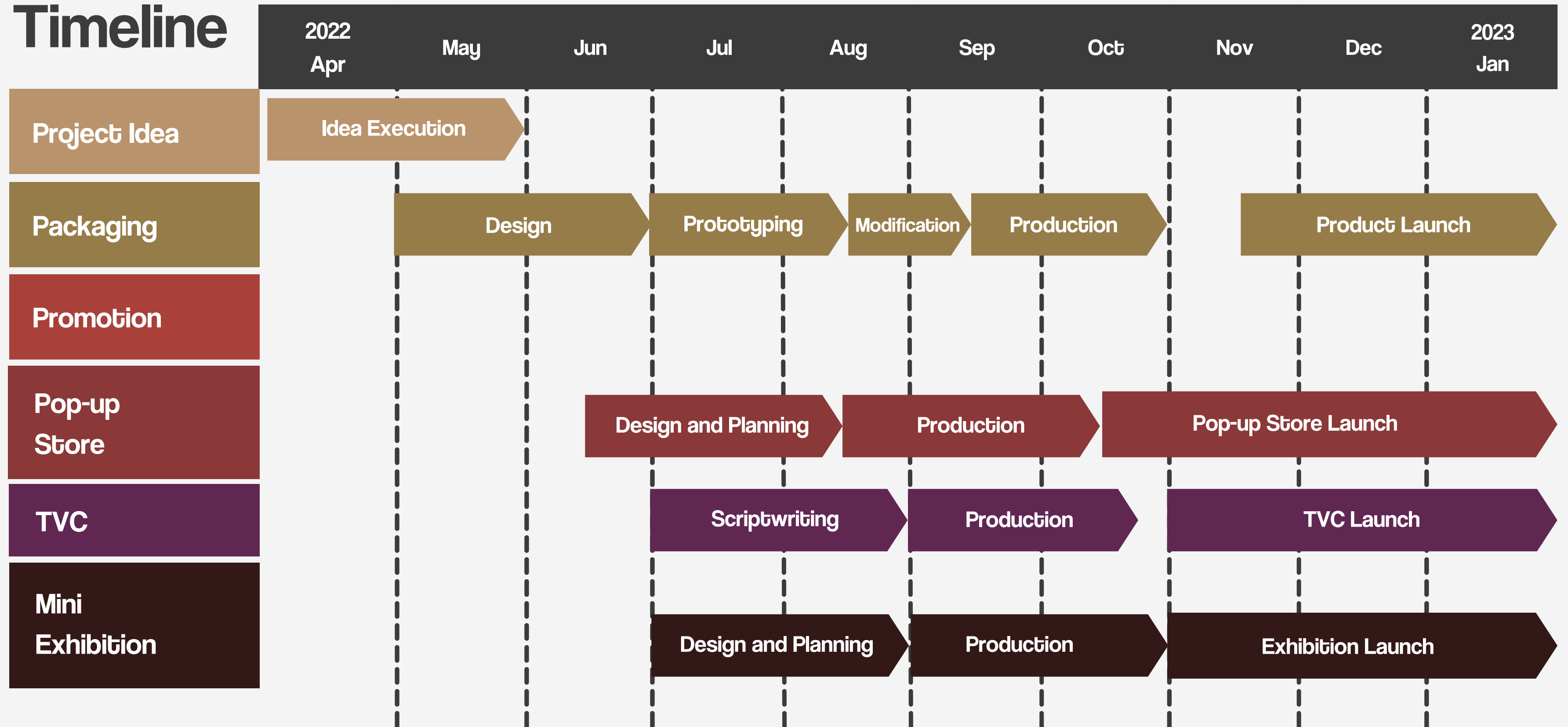
		HKD	HKD
Production	Printing for Outer Box, Carrier Bag and Bottle Label/Capsule (1.000 sets)*	40,000	45,000
	Print Production for leaflet (1,000pcs)	2,000	2,000
	Website Development	50,000	80,000
	Footage Production	150,000	200,000
	Total	242,000	327,000

* Excluding Media Placement, Printing, Website Development and Actual Production.

• 1 Set = 1 x Box, 1 x Carrier Bag, 6 x Label/ Capsule

Certificate	HKD
Grand Total	357,000
	442,000
Roundup	360-440K

Timeline



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Thank You!