

THE BIG BOOK OF BAGS, TAGS, AND LABELS



Cristian
Campos

These tags for the Japanese restaurants specialized in sushi Itsu chain are, in fact, invitation cards for the local press on the occasion of the opening of the brand's establishments. Along with them come typical elements of the Japanese gastronomy such as chopsticks and tea bags.



health
because itsu food is light, full of
goodness & won't make you fat

happiness
because it's not rabbit food

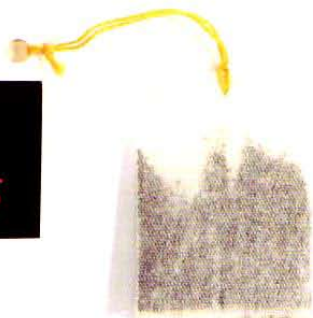
The point of itsu is low fat, fresh food NOT rabbit food. We hate rabbit food. Leaves and seeds may be good for you, likewise willpower and weightwatching. Easier said than done. Humans crave toffee not tofu ... is it surprising?

Since we opened in 1997 we've battled to improve our dressings, soups and salads. Light, healthy food can be delicious, it must tingle ... it must make you feel good. We're making headway.



A Russian espionage drama put the spotlight on itsu the world over. By a bizarre turn of fate this fame brought new people to our doors.
Thanks to our customers and staff for their amazing encouragement and resolve during this tricky time.

health & happiness

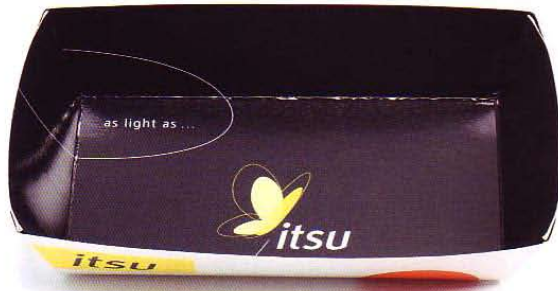


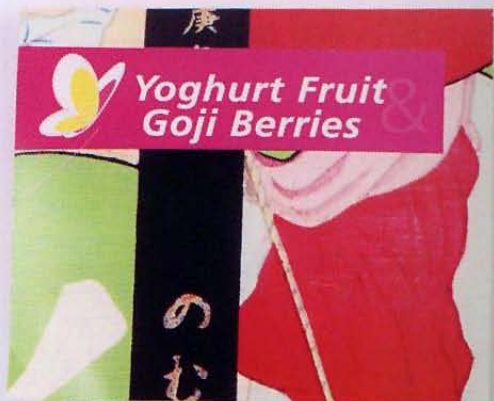
Sushi rolls by Itsu have a minimalistic identifying tag, which diverts all attention to the product and to its eye-catching color scheme. The design conveys freshness and simplicity.



Label and container designed by Afroditi Krassa for the British chain sushi restaurants Itsu.

The closing label shown on this page was designed to be used on all the bento boxes for sushi. The models are the traditional Japanese vertical bands. The white background allows the logo to be seen clearly. The fonts used are Flux and Frutiger.





**Yoghurt Fruit
Goji Berries**



**Yoghurt Fruit
Goji Berries**


Ingredients
Banana Chips, Goji Berries, Pineapple, Raisins, Vegetable Fat, Sugar, Yoghurt Powder, Skim Milk Powder, Whey Powder, Glazing Agent, Emulsifier, Cranberries, Blueberries.

Allergen Information
These products are manufactured in a kitchen where wheat, gluten and sesame seeds are processed. Avoid if allergic to nuts.

Nutritional Information - per pack

energy	320.1 kcal
protein	30.8 g
fat	11.2 g

70g e Best before: see pack for details. Packed in the UK for itsu ltd. www.itsu.com



itsu
Health & Happiness



Closing label and container designed by Afroditi Krassa for Itsu.

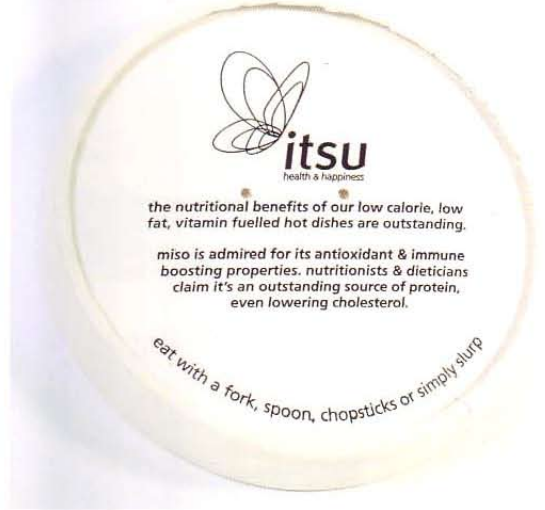
The labels designed for Itsu's glasses and bowls used for hot food show the already mentioned traditional Japanese patterns of the 16th century, with the only exception being the bowl for miso soup which is left white to distinguish it from all others.





Labels for disposable glasses and bowls designed by Afroditi Krassa for Itsu.

The label-watch (top left) permits the workers at Itsu to indicate the expiring date of the served dish, which emphasizes the commitment with the food's freshness of the British brand. Other labels show information on the product.





Labels for glasses and bowls designed by Afroditi Krassa for Itsu.