

**Quality Labels
Prove to be
'Secret Ingredient'
for Sales Increase
of 45%**



BEFORE:

White label with black text



AFTER:

*Labels produced with Digital printing.
Finally, Gourmet Express' image matched
its product. The label is high quality.*

ORGANIZATION

Gourmet Express is a food manufacturer and catering company that supplies high-quality food items to retail stores, schools, vending machines and other outlets. Founded in 1993, the South El Monte, California-based company began as a door-to-door lunch delivery service to beauty shops. Today, it supplies hundreds of customers in Southern California.

CHALLENGE

Owner Al Olivas and his partner, Omar, used a “try it, you’ll like it” approach to getting people to sample their food. That system worked perfectly for in-person taste testing, but getting potential customers to try it – sight unseen – by purchasing a package proved to be more challenging.

“As a growing small business, our focus was on producing quality food products and filling orders,” said Olivas. “Labeling our products seemed like a no-brainer. Just buy the cheapest labels we could get. That seemed like the logical way to cut corners and save money.”

SOLUTION

When the Gourmet Express partners learned how vitally important labels could be to their image in the consumer’s eye, they decided to try something new.

Using recommendations from Labeltronix, Olivas agreed to change the basic black-and-white label that had been the original label Gourmet Express used on its products. Labeltronix helped the Gourmet Express team choose new labels that:

1. Feature enticing graphics
2. Incorporate bright, vibrant colors
3. Rely on digital label printing technology to allow for maximum flexibility and the best quality label printing available.

“The label and image of our product was transformed, from a product that looked like it had been made in someone’s kitchen, to what it really is – a premium, best-in-class food product,” said Olivas.

Finally, Gourmet Express’ image matched its product. The label was high quality and appealing, just like the food you find inside the package.

RESULTS

With the new labels on their packages, consumer behavior changed almost instantly. Consumers chose their products off the shelf for a taste test. Many consumers loved what they tried, and ordered again and again.

1. In the first year after creating new labels, sales increased 45%.
2. In the second year, sales increased by 35%.
3. New distribution channels opened, without the company pursuing them.

As Olivas explains, besides increasing direct sales for Gourmet Express, new distributors suddenly started calling him. “They said they like how our product looks on the retail shelf,” he said.

“Creating a new, better label was one of the best business decisions I ever made,” said Olivas. “I never expected our products to sell so fast.” says this manufacturer. “What a breakthrough!”