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Registered name: Orchard cups fruit juice ltd

Trademarks: Orchard cups, Orchard pots and orchard dew

Industry: Consumer Goods

Tagline & catch phrases: made by nature, delicious natural drinks, healthy natural drink

Websites: orchardcups.com, orchardpots.com and orcharddew.com

Due to changing consumer eating patterns and a growing health consciousness in the Nigerian market, Intelgenes radar picked up an opportunity in the beverage sector for fresh fruit smoothies and fresh juice as opposed to juice products made from fruit concentrate.

Intelgenes approached this \$520 million opportunity with an aim to redefine the fruit juice industry. We began by identifying the gap in the Nigerian consumer goods industry and sort to radically break away from the trend in order to create a beverage brand that will stand out and connect with the market in a new and refreshing way.

We designed a new business model, created a brand architecture to tie in the sub-brands, conducted market research, gathered competitor insights from major players in the market, designed the packaging, created prototypes, perfected recipes and developed a business plan for the venture.

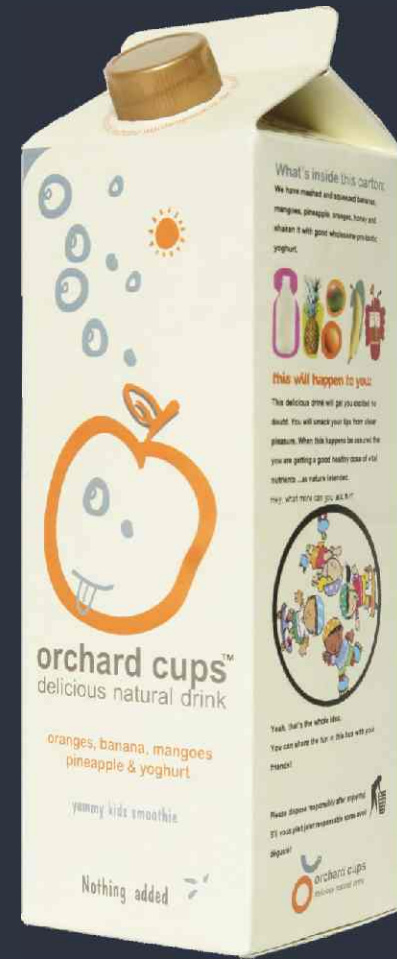
Status: Intelgenes is currently undergoing the process of engaging investors for the project. **This venture is up for sale!**

**Developed areas**

- Brand design, Brand Identity
- Packaging Design, Brand naming
- Business Idea, Business Plan, New venture engineering

**Orchard cups™** delicious natural drinks

Idea for sale



product line



shelf appeal



package design on keylines



mocked up



Business plan

Idea, NV & Product Design