

Premium Food Labelling



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As consumers demand high-quality ingredients and careful preparation of food, along with deliciousness and sensual pleasure, brand owners need food packaging that emphasizes quality and provenance. With wine and craft beer, sophisticated labelling adds value by conveying a sense that what's inside is special.

Pleasing to the touch

Our Premium Food label collection offers a variety of textured and tactile materials, from a subtle and soft to fine and bold finishes, all designed to elevate the packaging and presentation of premium food products.

Create a brand that stands apart

All materials in our Premium Food label collection let you create unique labels for distinctive products, including high-end chocolate, specialty coffee, marmalade and other jams and jellies, and extra virgin olive oil. For small-batch artisan foods and bigger premium brands alike, materials in this collection promise an extra delicious and pleasurable experience.

Key features

- Conveys a premium brand image at the point of sale
- Labels of various textures and appearances available including uncoated paper, holographic and metallized paper and film, and black paper
- Designed for applications that require eye-stopping shelf appeal
- Reliable performance in ice-buckets and moist conditions
- Avery Dennison's signature customer service and flexible minimum order quantities




Application areas

- Premium food and beverages
- Spirits and craft beer

Product information

	Code	Description	Location	Width (mm)	MOQ (m ²)
Textured Uncoated Paper	SWS901	95 Antarctic White paper/AP999/BG40#Whiet imp	China	1530	4590
	SWS902	90g Grain yellow paper/AP999/BG40# White imp	China	1530	4590
	SWS905	95g Blanc White ripple paper/AP999/BG40#White imp	China	1530	4590
	SWS907	100g felt texture yellow paper/AP999/BG40# imp	China	755	2265
	SWS908	110g white pearl paper/AP999/BG40# imp	China	755	2265
	SWS1006	Grain yellow paper/AP999/BG40# White imp	China	1070	3210
	SW4016	120g cotton touch paper/HP104/BG40# imp	China	1000	3000
Holographic/ Metallized Paper and Film	AWS1003	80g pillar holographic paper/AP104/BG40#White imp	China	1070	3210
	BW9264	100gsm Bright Silver PET Paper/AP104/BG40#WH imp	China	1070	3210
	BW9271	90g plain Holography/AP103/BG40#WH imp	China	1070	2140
	SW2115	100gsm Bright Silver Foil Paper/AP104/BG40#WH imp	China	1530	3060
	SW3103	Bright Silver Metalized Paper/AP104/BG40#WH imp	China	1070	3210

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