



**THE MISSION:**

Sweet Mama Hot Sauce is a local start up founded in Halifax MA with the aim to make a hot sauce for everyone, even people who don't like hot sauces. With his product in mind, founder Joe Ethier needed to bring his branding and packaging together in a way that would capture the fun and flavor that he had spent years crafting.

**THE OUTCOME:**

We took the lead on designing award-winning product packaging for the company's flagship hot sauce line.

**THE IMPACT:**

With new products and packaging, Sweet Mama's website is a confident reflection of their focus that fiercely stands out among the oversaturated hot sauce scene.

# THE SECRET SAUCE FOR BUILDING AN AWARD WINNING BRAND: SWEET MAMA HOT SAUCE

**SERVICES**

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Brand Design  
Identity Design  
Visual Systems

Package Design  
Promo Materials  
Print Design

Photography  
3D Modeling  
Social Media

Sweet  
mama

sweet  
mama  
HOT SAUCE

MAKES everything



sweet  
mama  
HOT SAUCE  
MAKES everything BETTER



SWEET MAMA

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#### ABOUT THE CLIENT:

Joe Ethier had more than twenty years of experience in the culinary field before he decided to take his talents to the world of hot sauces.

With years under his belt at some of the top restaurants in Boston area, Joe set out to do something out of his comfort zone. As someone who did not like hot sauces, he wanted to create one he liked.

After spending countless hours perfecting flavor profiles, Ethier has been able to capture the hearts and stomachs of the South Shore area and beyond with his full line of hot

#### THE GOAL:

As someone with years of expertise under his belt in the culinary world, Ethier was still a novice when it came to the branding side of starting a business. He had the perfect product and an idea of how he wanted to package but needed a hand to do so. Working together, we would build an identity system from the ground up that would capture the fun and flavor that Joe had spent years crafting himself.

#### THE GAP:

Starting a brand or a company in itself is a very fun but stressful time for many people. While it is always exciting to see your creations come to life, it is very easy to get overwhelmed with all of the things that come with the experience. What should the logo look like, will it speak to my audience, will this be successful? These are some of the many questions that business owners ask themselves as they start their journey's. With proper guidance and branding help, these waters become very easy to navigate.

#### THE DECIDING FACTOR/GAMBLE:

As a start up, all costs incurred could make or break your business leading to very stressful times. Relying on the guidance of those who came before them, first time business owners have to trust the processes that have been laid out for them. While some first timers can try to take on too much at once, they can go out of business before they ever make a profit. Fearing this for himself, Joe decided to call us in right off the bat to help ensure he was set up for long lasting success.



#### THE DISCOVERY PROCESS:

As we dug into conversations with Joe and what he wanted his brand to be, we were able to formulate a game plan on how to position his brand. With bottles already purchased and sauces ready for bottling, we jump started our discovery and research processes to get things underway ASAP. Along with the initial branding and label designs, we would be making print and online promotional materials to help engage with customers and convert sales.

With the underlying goal of messaging that this hot sauce is for everyone, not just hot sauce enthusiasts, we pushed the messaging that it makes everything better. This hot sauce would not be about fighting your way through every bite with unpalatable heat but rather enhancing every flavor profile it accompanied.

All in all, it was a very collaborative experience that kept the lines of communication open and the end goal in the forefront of every conversation. As the scope of the project increased to include a website, we were able to pivot and provide product photography and art direction to really supercharge the whole customer experience.

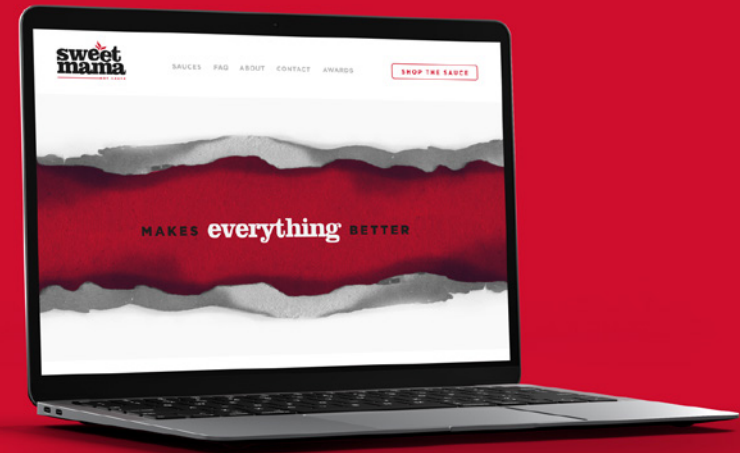






#### THE GAIN:

From their standout branding to their multiple award-winning flavors, Sweet Mama is heating up all over the United States. With what had once been small batch brews quickly transitioned into multi-thousand bottle runs for this overnight success sauce. Sweet Mama has been able to take an idea and run with it to win a world championship hot sauce title. For now, Sweet Mama is available locally in farmers markets and select locations as well as a series of online stores, but the end goal will be to hit grocery store shelves and become a household name.



**“IF YOU WANT TO TRY AND RISK THINGS DOING THINGS ALL ON YOUR OWN AND WASTE A BUNCH OF MONEY THAT YOU DIDN’T NEED TO, TRY IT OUT. WHEN YOU’RE READY TO MAKE YOUR LIFE A MILLION TIMES EASIER AND WORK WITH A PARTNER WHO ACTUALLY HAS YOUR BEST INTERESTS IN MIND AT EVERY TOUCHPOINT THAN SWTL DESIGNS IS THE WAY TO GO. I WOULD RECOMMEND HIM FOR ANY PROJECT FOR ANY COMPANY.”**

**JOE ETHIER**  
SWEET MAMA HOT SAUCE  
OWNER

# ARE YOU READY TO TELL YOUR STORY?

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GET IN TOUCH TO DISCUSS YOUR NEXT PROJECT  
& SEE IF WE'RE A GOOD FIT

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**SWTL** DESIGN  
STUDIO

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