

For immediate release

Blue Marlin unveils delicious retail brand for Shell's dynamic new food and drink offer

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“**Deli2go is a modern, invigorating brand that elevates forecourt food and drink to where it should be...**”

Markus Hofman, Shell Retail's global category manager

Deli2go is ready to go. Shell, one of the UK's biggest purveyors of sandwiches, is rolling out a fresh food and drink brand, Deli2go, designed by Blue Marlin. The brand will be rolled out across 550 Shell operated forecourts across the UK.

Shell is determined to offer motorists top quality ingredients, generous portions and fresh, flavour-some food and drink. Its ultimate aim is to provide quality, genuine value and great choice to people on the move. Deli2go encapsulates the energy, enthusiasm and optimism of that vision.

Deli2go covers all chiller cabinet food as well as hot drinks and Shell's own label range of juices and smoothies. Blue Marlin, which started work on the project in November 2008, has created every aspect of the brand in partnership with Shell, from

naming and brand architecture to packaging and retail environment.

The Deli2go identity is based on a series of arrows that direct shoppers to the brand and help them to navigate the wide range of products on offer. The arrow device, which appears in a variety of appetising colours, is cleverly applied throughout packaging, from stickers on fresh fruit to nutritional information on sandwiches.

Blue Marlin global creative director Martin Grimer comments: "Deli2go is designed to place Shell at the forefront of contemporary food retailers. The design is dynamic, directional, appetising and brilliantly adaptable so it looks just as delicious on a poster as on a sandwich pack. It makes the whole environment a sunnier, more scrumptious place to

be. It is a very satisfying project that we have seen through from conception to tasty delivery. Now it's go, go, go," he concludes

Markus Hofman, Shell Retail's global category manager, food, snacks and coffee says: "Deli2go is a modern, invigorating brand that elevates forecourt food and drink to where it should be – a positive choice for motorists who want a great selection and great quality."





About Blue Marlin

Blue Marlin is the home of landing big ideas, which are at the heart of everything we do. We pride ourselves on delivering relevant, unique and consistent experiences across brand touch points worldwide. Blue Marlin is an independent integrated brand design consultancy with an international network of offices across the USA, UK, Australia and the Far East. We create and grow business through brand strategy, brand innovation, structural design, brand identity and graphic design, and brand environments. Clients range from large multinationals, including Unilever, Shell, GlaxoSmithKline and Reckitt Benckiser, to small owner-managed entrepreneurial businesses, such as Orchard Pig and Kettle Foods.

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