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Chosen Foods celebrates roots with new design and identity

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Chosen Foods, a leading producer of 100 percent pure avocado oil and creator of avocado-inspired kitchen condiments like cooking sprays, mayos, dressings and simmer sauces, announced an exciting new brand identity. In collaboration with Gestalt Brand Lab and Red Door Interactive, the three San Diego-based organizations spent over two years honing in on the new brand direction. With new packaging and a fresh brand ethos, the redesign is poised to showcase the brand's cross-border heritage and ignite a passionate community united in the celebration of pure avocado.

In just 10 years, Chosen Foods has been able to garner a cult following of avocado obsessed fans all over the country. What started with its flagship 100 percent pure avocado oil has since evolved into infused cooking sprays, classic and spiced mayos, flavorful salad dressings and globally inspired 20-minute simmer sauces. With a diverse product portfolio and an equally diverse company history, the brand is now ready to highlight its evolution, through a hyper focused lens.

“Since 2011, we’ve gone down many interesting paths with our brand and it’s been hard to identify one clear direction,” said Chosen Foods Chief Executive Officer Gabriel Perez Krieb. “This new evolution is essentially a culmination of the most important parts of our story and showcases a vibe that feels true to who we are in a way that we haven’t been capitalizing on. We are excited to continue providing consumers with simple ways to experience the culinary wonder that is, avocados.”

“We wanted to be intentional with this new direction and celebrate the roots of Chosen Foods,” said Chad Farmer, executive creative director at Gestalt Brand Lab. “This new look is really a celebration of a geographic area that is so unique to Chosen Foods -- the sand, the sun, the ocean, Baja -- Mediterranean culture and lifestyle and of course, avocados. It all funnels into this authentic aesthetic that we’ve conceptualized for the new Chosen Foods.”

As one of the fastest growing health food companies in North America, Chosen Foods is constantly innovating in new categories and creating a platform for sustainable social change with avocados at the center of it all. This year the brand will step into two new product categories centered around avocado fruit instead of oil -- launching frozen diced avocados as well as spicy and classic guacamole. Additionally, Chosen Foods will expand its dressing offering with the launch of a new tahini-forward, avocado oil-based Goddess line.

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