

# Boomtown takes SA's first and only certified organic frozen lemon juice to market

Issued by [Boomtown](#)

15 Dec 2016

SOGA (Sundays Organic Growers Association) Organic® appointed Boomtown to design the packaging for South Africa's first and only certified organic frozen lemon juice, and it's just landed in select supermarket freezers.

Hitting the shelves in key Food Lovers Markets throughout Port Elizabeth, the Garden Route, Stellenbosch and Cape Town in a soft launch this month, consumers can enjoy certified organic lemon juice all year-round.

The packaging is designed with convenience in mind (freezer safe and resealable), and with the matt black packaging with its bright pops of lemon yellow and quirky lettering the packaging stands out on shelf. "Our frozen lemon juice can be enjoyed as is, or can add some zing to your drinking water, or cocktails," adds Lize Garrod, SOGA Organic® Marketing Manager. "It's also ideal to use in fish or chicken dishes for some real zest, or on summer salads."



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The design was informed by the extensive brand strategy work by Boomtown and ensured that the key elements of the new product were communicated, and the unique attributes of the new brand narrative. "The latest addition to the SOGA Organic® range of organic juices, is 'just squeezed and freezed'", and is free from the nasties that are often placed in our food, and the packaging had to communicate this and stand out in the freezer," remarks Lara-Anne Derbyshire, Boomtown creative group head. "The packaging is bold, eye catching and modern to attract attention, and also features a transparent window so that the contents are visible to the consumer."

Working on the brand strategy for SOGA Organic®, Boomtown has created a new narrative for the brand. With the frozen lemon juice the first piece of branding to fall under the new narrative.

"We have really enjoyed working with a local Eastern Cape business, with passion and vision," adds Andrew MacKenzie, Boomtown MD. "Like our people, the SOGA Organic team are passionate about their community, the environment and bringing consumers certified organic products."

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