Bolas Dates

Background: Bolas has mastered the art of sourcing premium dry fruits and nuts from around the world. It's no surprise that they offer the widest variety of Dates.

Brief: The consumption of Dates in India has grown significantly, driven by rising health awareness, evolving lifestyles, and increasing disposable incomes.
Once considered a seasonal luxury, Dates have now become a popular health food. **However, most consumers continue to purchase the same few brands they are familiar with**, limiting their exposure to the diverse range of varieties available.

Idea: Leverage packaging design to educate consumers about **the wide variety of Dates - highlighting their unique characteristics, flavor profiles, and origins.** The goal is to help consumers appreciate the diversity of Dates and make more informed choices.









We used the engraving-style illustration for its classic and timeless personality. It evokes a sense of heritage and history making it ideal for brands that wish to appear established, credible, and rooted in tradition.















Personality
Authentic, Premium, Wholesome, Educative, and Trustworthy.


Bolas®
ZAHIDI
DATES
From Iraq
Semi-dry • Golden brown
• Sugary sweetness


Bolas®
SAFAWI DATES
From UAE
250 g
Large-sized • Soft & chewy
• Chocolatey-sweetness


FROM SAUDI ARABIA
Bolas®
AJWA
DATES
Dark Brown, Fleshy,
Mild & Fruity Sweetness.
500 g


CUT FROM HERE
Bolas®
Black Dates
Arabian
From UAE
• Soft
• Chewy
• Mildly Sweet
500 g


Bolas®
Fard Dates
From United Arab Emirates
• Soft
• Mild Sweetness
• Smooth Skin
Net Weight: 500 g


CUT FROM HERE
Bolas® DRY DATES
KHARIK
ORIGIN FROM OMAN


CUT FROM HERE
Bolas®
Black Dates
Deseeded
Semi-dry, soft & sweet.
FROM UAE
Net Weight: 500 g


Bolas® Black Dates Deseeded
Bolas® ZAHIDI DATES
Bolas® SEEDLESS TUNISIAN DATES
Bolas® SEEDLESS DATES
Bolas® MEDJOOL DATES
Bolas® Fard Dates
Bolas® Black Dates Arabian
Bolas® SAFAWI DATES
Bolas® DRY DATES KHARIK
Bolas® Persian Dates


Bolas®
Black Dates
Deseeded
Semi-dry, soft & sweet.
FROM UAE
Bolas®
ZAHIDI DATES
From Iraq
Bolas®
SEEDLESS DATES
From Tunisia
Dark brown • Fleshy
• Mild & fruity sweetness
Bolas®
SEEDLESS
TUNISIAN
DATES
Bolas®
BLACK
DATES
Bolas®
MEDJOOL
DATES
From United Arab Emirates
JUMBO SIZE
• Juicy
• Naturally sweet
• Melts in the mouth
Net Wt. 500 g
Bolas®
Fard Dates
From United Arab Emirates
Net Weight: 500 g
Bolas®
Black Dates
Arabian
From UAE
• Soft
• Chewy
• Mildly Sweet
Bolas®
SAFAWI DATES
From UAE
250 g
Large-sized • Soft & chewy
• Chocolatey-sweetness
Bolas®
DRY DATES
KHARIK
ORIGIN IRON OMAN
Bolas AJWA DATES
FROM SAUDI ARABIA
500 g
Dark Brown, Fleshy
Mild & Fruity Sweetness
Bolas®
Persian
Dates
From Iran
• Crispy skin • Caramelly
• Sugary sweet
Net Weight: 500 g


Fard Dates
UAE
• Mild sweetness
• Smooth skin
• Soft
Bolas


AJWA
DATES
SAUDI ARABIA
• Dark brown
• Mild & fruity sweetness
• Fleshy
Bolas


ZAHIDI
DATES
IRAQ
• Semi-dry
• Golden brown
• Sugary sweetness
Bolas


SEEDLESS
DATES
TUNISIA
• Dark brown
• Mild & fruity sweetness
• Fleshy
Bolas


MEDJOOL
DATES
UAE
• Juicy
• Naturally sweet
• Melts in the mouth
Bolas


SAFAWI
DATES
UAE
• Large-sized
• Soft & chewy
• Chocolatey-sweetness
Bolas


KIMIA
DATES
IRAN
• Fleshy
• Soft
• Sweet
Bolas


Black Dates
Deseeded
UAE
• Semi-dry
• Soft
• Sweet
Bolas


Bolas
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