



From Kandy Kitchen to Crafty Cook: A Rebrand Designed for Growth

Renaming and rebranding for clarity

Kandy Kitchen (who successfully pitched on Dragons Den) needed a rebrand.

The packaging lacked shelf impact, and the name didn't make sense.

They wanted to increase listings and future-proof the brand.

A creative approach

We analysed packaging, positioning and market strategies.

We explored the target audience in depth.

This helped us identify clear opportunities for differentiation.

Kandy Kitchen rebranded to Crafty Cook, with a fresh, wholesome new logo and identity.

Shelf visibility improved immediately. They gained more listings.

The brand is now positioned for retail growth, and authentically Karen and Andy.

