

**FW&YGOO**  
**CANDY**



## **FWEYGO**

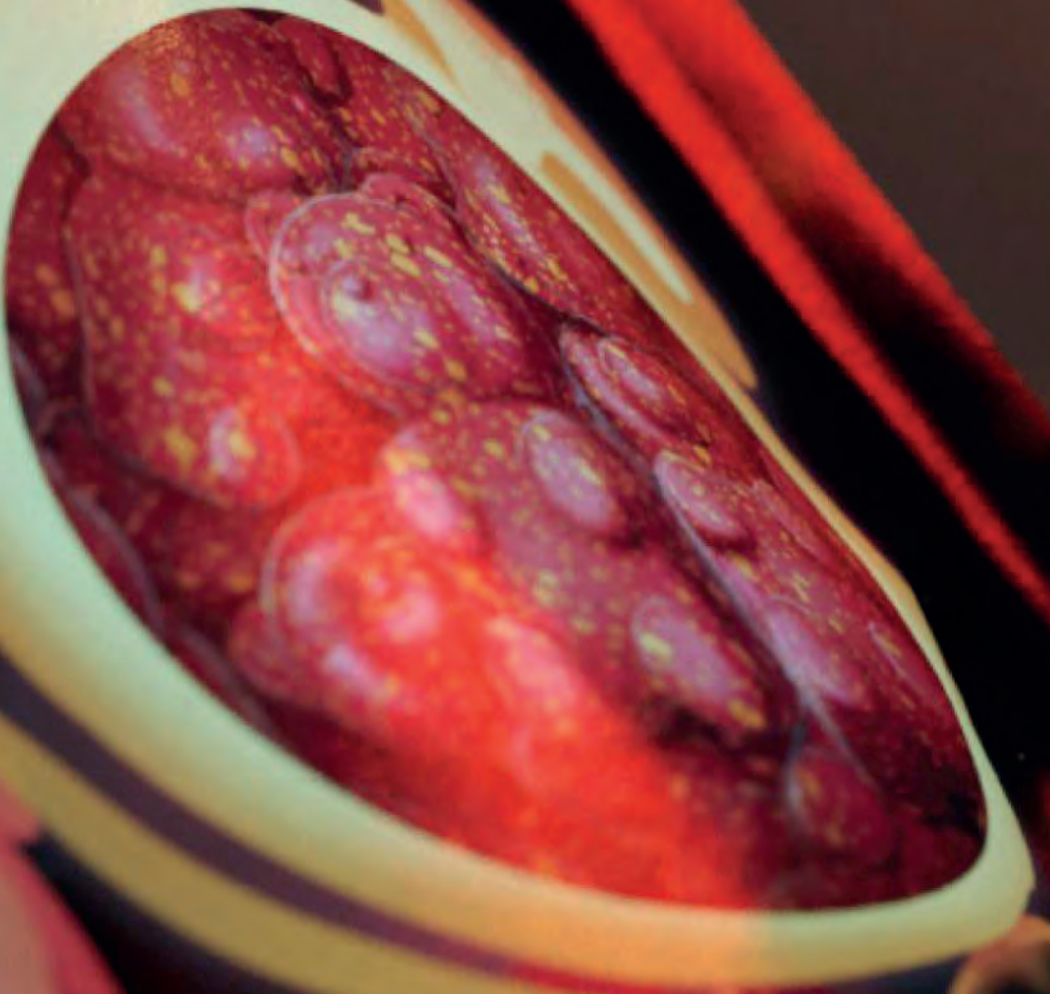
Not only product is seasoned with spicy chamoy, but our design is as well! The packaging design concept was centred around fire and heat, emphasizing the bold, spicy flavour profile of the FWEYGO gummies. The packaging is dominated by rich, fiery colours, such as deep reds, oranges, and yellows. To further enhance the brand's identity, we introduced a pair of pyromaniac mascots: the Bear and the Ring. These characters were designed with mischievous expressions, embodying the playful yet daring spirit of the product.





# FRESHGO CANDY

SPICY GUMMY BEARS  
CHAMOY SEASONED







FWEYGO  
CANDY

SPICY GUMMY BEARS  
CHAMOY SEASONED

MILD  
HOTNESS

FWEYGO  
CANDY

FWEYGO  
CANDY



**THANKS FOR WATCHING, HOTTIE!**

