

# **EVOLVE OR DIE.**

**Create a new online retail  
brand for an ordinary, everyday  
product or business.**

**PIES.**

**HOW DO WE EVOLVE THE PIE,  
TO MAKE THE ORDINARY FEEL  
EXTRAORDINARY?**

# **GREAT BRITISH PIES WITH A TWIST.**

PIE  
EYED

PIE  
EYED  
PIE CO.

PIE  
EYED

# **ETHOS.**

**Pie-eyed is an adventurous company, that takes the Great British pie and experiments with traditional recipes with a boozy twist.**

**Using quality ingredients and the best booze around, we hope your love for pie grows as much as ours has.**

# **WHO WILL BUY OUR PIES?**

- PUBS**
- YOUNG ADULTS**
- PEOPLE CELEBRATING  
SPECIAL OCCASIONS**
- DINNER PARTY HOSTS**

# **TONE OF VOICE.**

**BOLD**

**CONFIDENT**

**FUN**

**CHEERFUL**

**PLAYFUL**



**WE ARE CRAZY ABOUT PIES.  
WE ARE BOLD, ENERGETIC  
AND REBELLIOUS.**

**WE ARE PIE EYED PIES.**

**COMBINING WORDS &  
PHRASES TO CREATE  
PLAYFUL NAMES.**

**BOOZY BLACKBIRDS**

**STEAMING STEAK**

**DRUNKEN PORKEY PIE**

**PINK ELEPHANT**

**BEER BELLY BEEF**

**TIPSY TRUFFLE**

**MERRY MINCE PIE**

# SELECTED PIE NAMES.

## PINK ELEPHANT

Pork, apple & cider.

## BEER BELLY BEEF

Beef shin & beer pie.

## TIPSY TRUFFLE

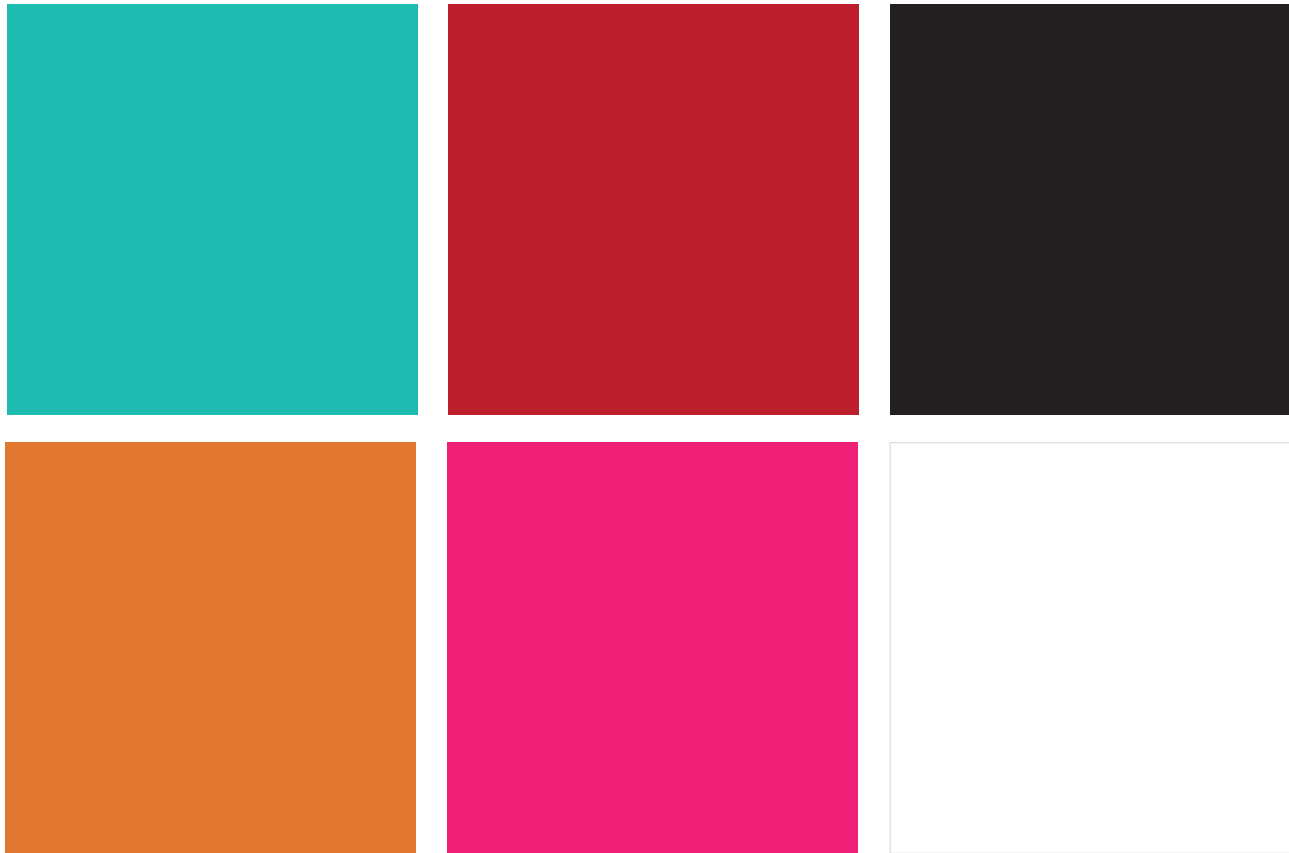
Baileys chocolate truffle pie.

## BOOZY BLACKBIRDS

Beef, mushroom & black ale.

**PLAYFUL TYPOGRAPHY.**





**BEER  
BELLY  
BEEF**

**B** **BEER  
BELLY  
BEEF**

**BEER** **B** **BEEF**

**BEER BELLY BEEF**

**BEER  
BELLY  
BEEF** **B**

**BEER  
BELLY  
BEEF**

**BEER BELLY  
BEEF**

**BEER  
BELLY  
BEEF**

**BEER** **B** **BEEF**  
**BEER** **ELLY** **BEEF**

**BEER**  
**ELLY**  
**BEEF**

**BEER  
BELLY  
BEEF**

**BEER  
BELLY  
BEEF**

**BEER**  
**BELLY BEEF**



**BOOZY  
BLACKBIRDS**

**BOOZY  
BLACKBIRDS**

**BOOZY  
BLACKBIRDS**

**BOOZY**

**BOOZY**  
**BLACKBIRDS**

**TIPSY  
TRUFFLE**

**TIPSY  
TRUFFLE**

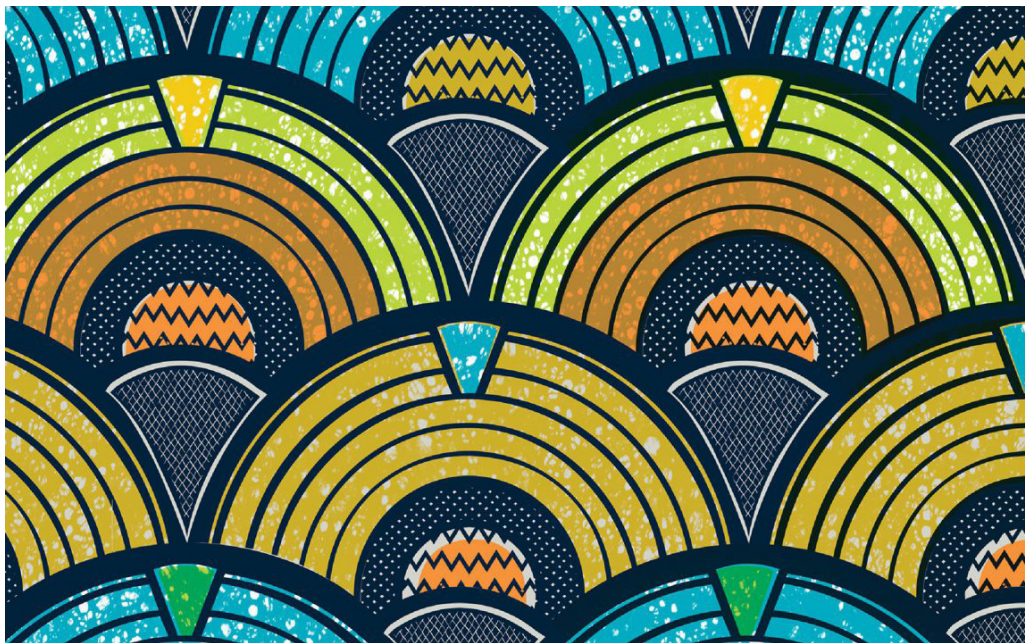
**TIPSY  
TRUFFLE**

**TIPSY  
TRUFFLE**

# TIPSY TRUFFLE

**PINK  
ELEPHANT**

**BOLD & ENERGETIC  
PATTERNS.**



**PIE  
EYED**  
PIE CO.

**BEER  
BELLY BEEF**  
BEEF SHIN & BEER PIE



**PIE  
EYED**  
PIE CO.

# TIPSY TRUFFLE

BAILEYS CHOCOLATE TRUFFLE PIE

**PIE  
EYED**  
PIE CO.

**PINK  
ELEPHANT**  
PORK, APPLE & CIDER



**THANK YOU.**