

BRAND IDENTITY · SHOPIFY BUILD · CRO

# SAVORY GRAIN KITCHEN.

Brand and Shopify build for a savoury-oats DTC venturing into a category dominated by sugar.



Shopify design and development partner.  
blinc.design

Savory Grain Kitchen entered a category where every shelf shouts **sweet**. We built a brand and storefront that argues for **savoury** with the same confidence. Warm, considered, and unmistakably its own.

## CLIENT

Savory Grain Kitchen

## CATEGORY

DTC food, savoury oats

## SCOPE

Brand system. Packaging language. Shopify build. PDP and bundle logic. CRO framework.

## PLATFORM

Shopify

## YEAR

2026

**Fuel your day,  
the savoury oats way.**

# Brand at a glance.

03 / 10

## SAVORY GRAIN KITCHEN.

Fuel your day, the savoury oats way.

PRIMARY LOCKUP  
ON OLIVE

PRIMARY  
**Pasture**

#4A5240

BASE  
**Stone**

#F4EDD9

CTA  
**Glow**

#F5B62F

TRIM  
**Husk**

#857245

DISPLAY

# FUEL YOUR DAY.

Archivo Black · Display weight · -2 tracking

BODY

Real ingredients, no shouting.

Inter · 400 / 500 / 600

MOTIF



24-PETAL SCALLOP

Used as plate, frame, badge.

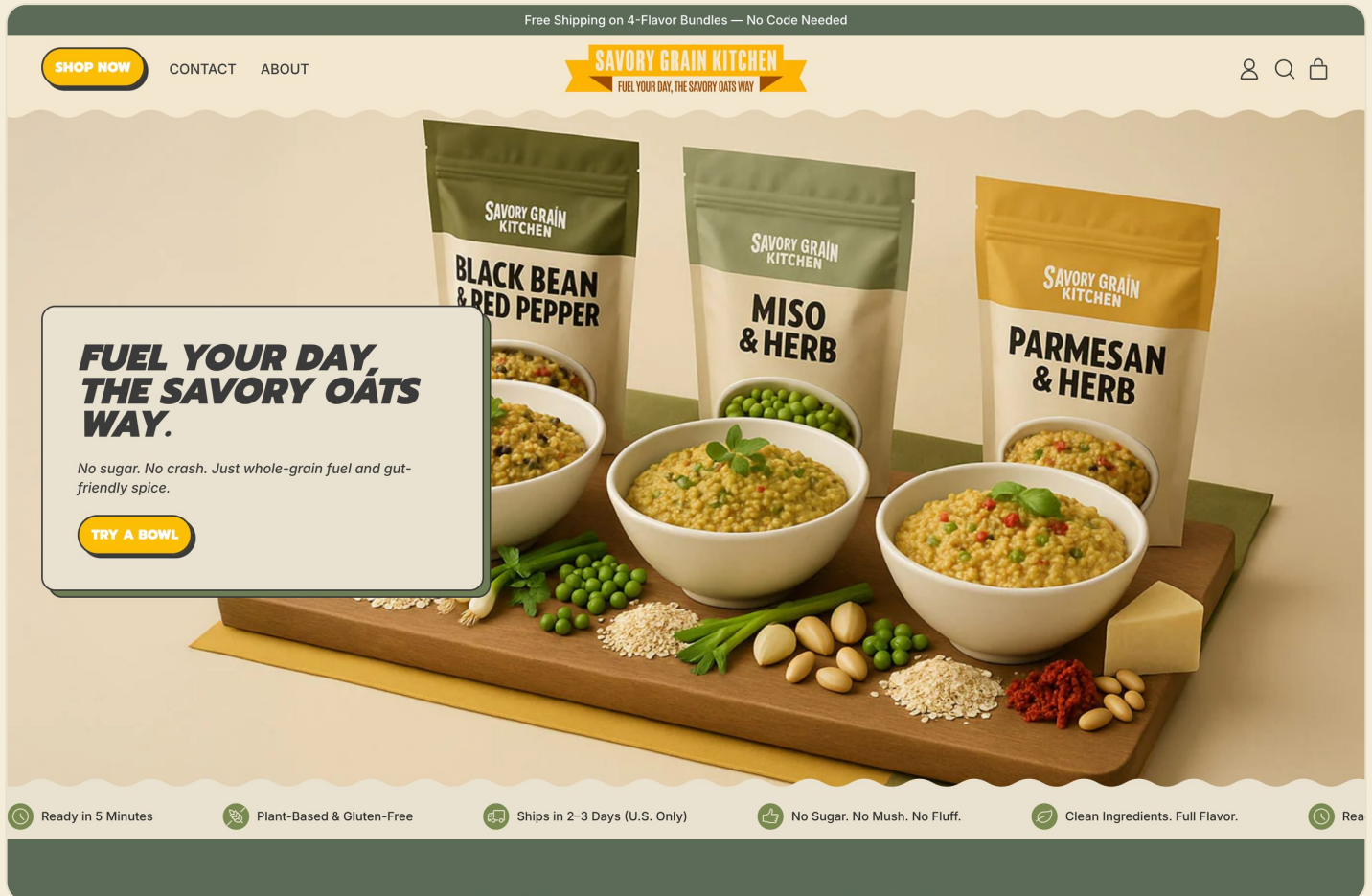
## COZY, CRAVEABLE BOWLS. READY IN 5.

Which one's your vibe?



### DESIGN NOTE

Four flavors in one visual system: kraft pouch, hand-drawn vehicle illustration, color-coded label per variant (red for Chila-Qui-Oates, green for Gallo Pintoats, orange for Mis-Oat Hungry, sage for Parm & Herb Oatsplosion). The scallop frame is the brand's signature device, used here as the plate that holds each product portrait.



## DESIGN NOTE

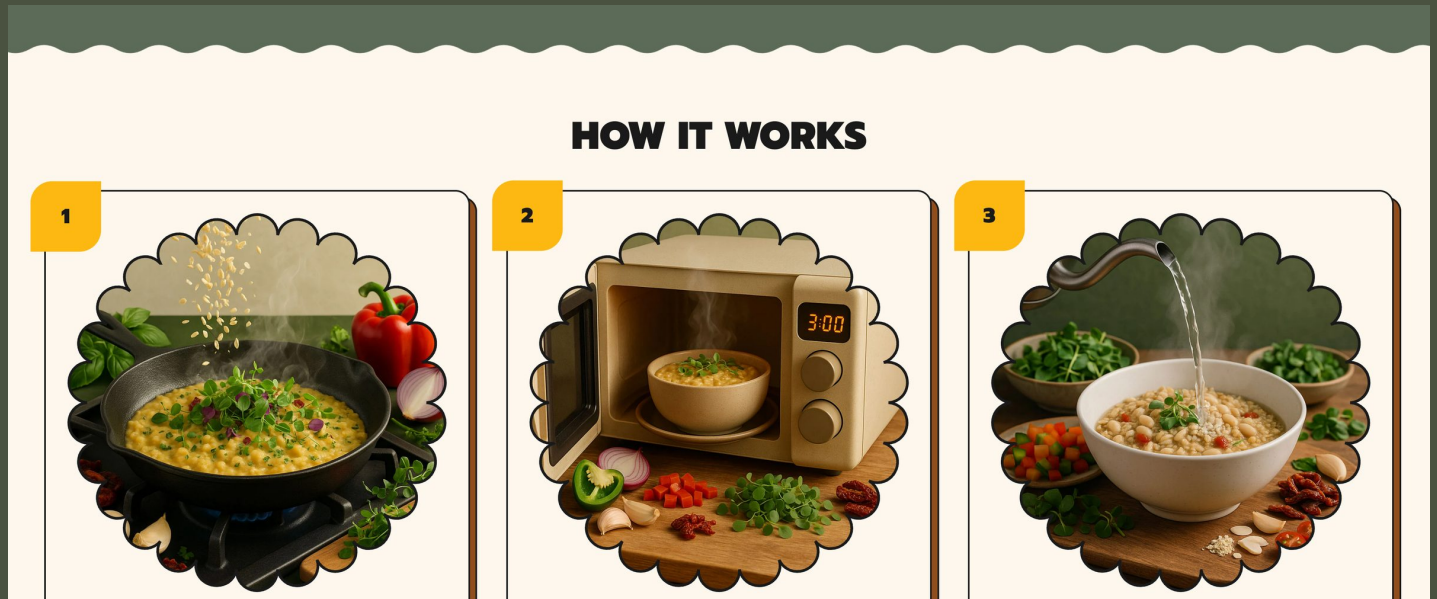
Positioning leads. "Fuel your day, the savoury oats way" sets the editorial tone before the product appears. Three pouches and three bowls sit on a wooden board with raw ingredients, signalling craft and transparency. The trust strip below the fold runs "Ready in 5 minutes · Plant-Based · Gluten-Free · No Sugar" — five reasons to scroll, in one band.

# Why savoury? Why now?

|                               | SAVORY GRAIN KITCHEN | INSTANT OATS | SUGARY CEREAL | COFFEE ONLY |
|-------------------------------|----------------------|--------------|---------------|-------------|
| High in fiber & whole grains  | ✓                    | ✓            | ✗             | ✗           |
| No added sugar                | ✓                    | ✗            | ✗             | ✓           |
| Naturally vegan & gluten-free | ✓                    | ✗            | ✗             | ✓           |
| Ready in 3 minutes            | ✓                    | ✓            | ✓             | ✓           |

## DESIGN NOTE

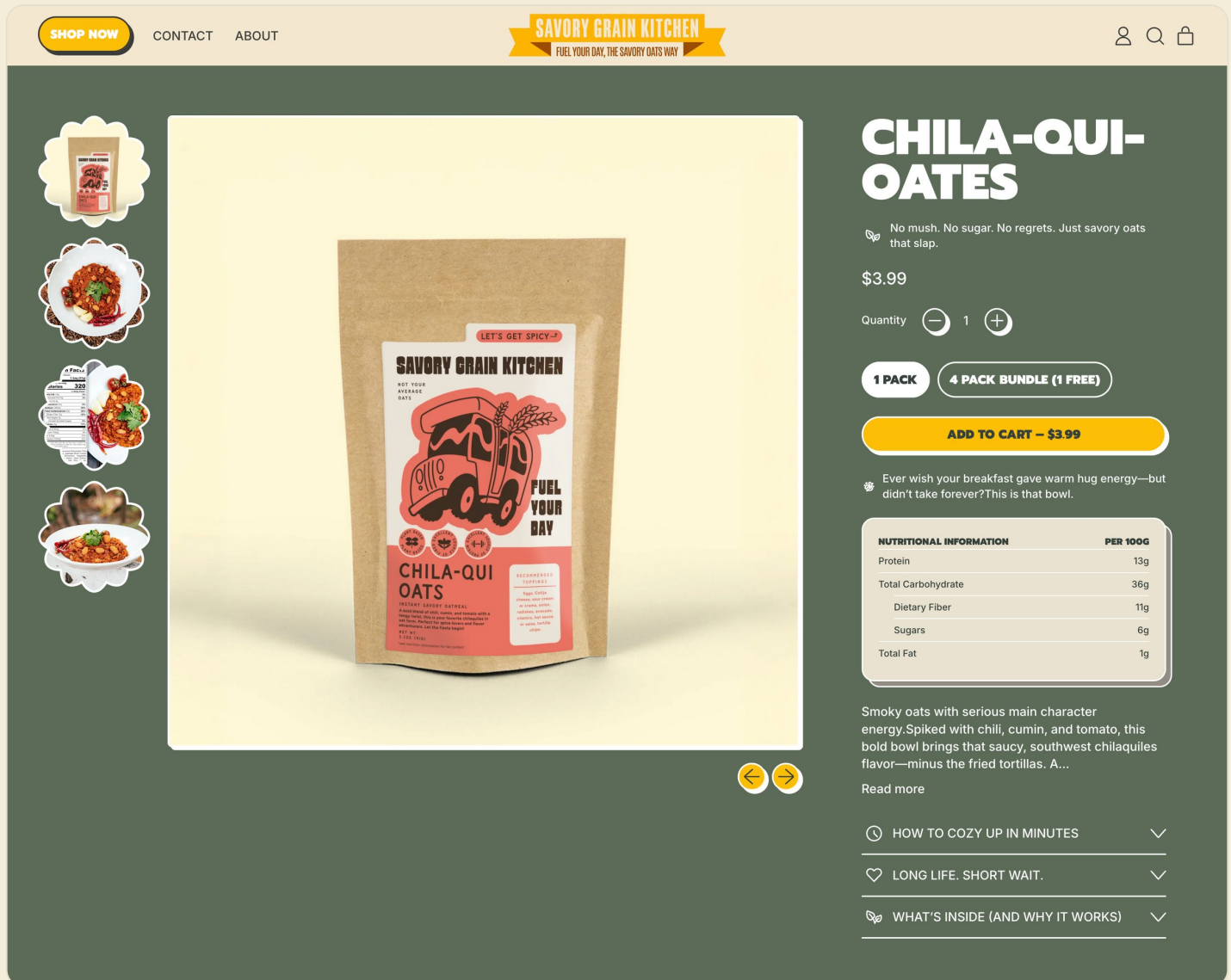
A homepage comparison block turns the "why savoury?" objection into a one-glance answer. Side-by-side against instant oats, sugary cereal, and coffee, the table reframes the category in Savory's favour without saying it out loud. Positioned above the testimonial strip so first-time visitors meet positioning before they meet praise.



### DESIGN NOTE

Three prep formats reduce purchase friction for different routines: stovetop for the deliberate, microwave for the rushed, pour-over teased as a future drop. Each card is its own scalloped frame, mustard-numbered, with the same composition logic. The bowls themselves do the merchandising.

# Product page system.



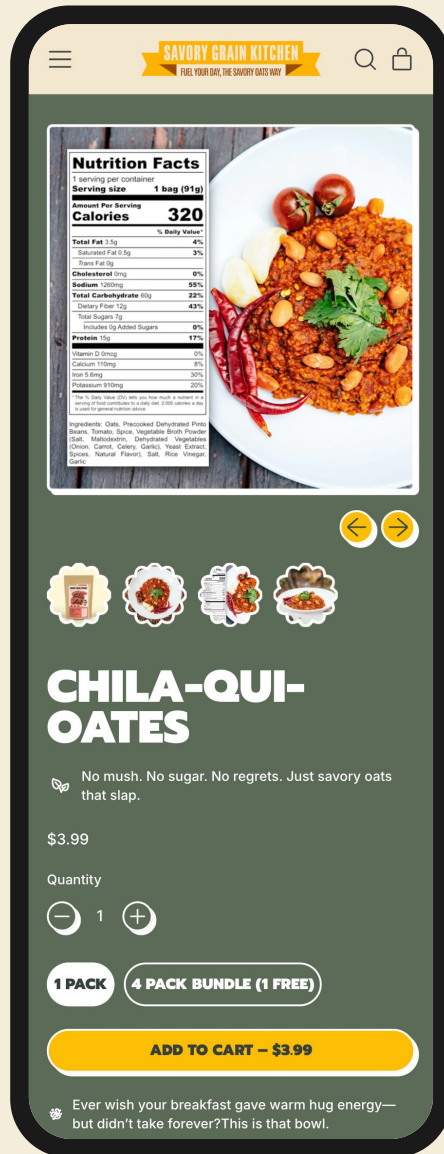
## DESIGN NOTE

PDP layered for fast decisions. Hero packaging, single buy-box on the right, variant pill (1 pack / 4-pack bundle with one free), nutritional block, and three collapsible accordions that handle prep, shelf life, and ingredient transparency without crowding the add-to-cart.

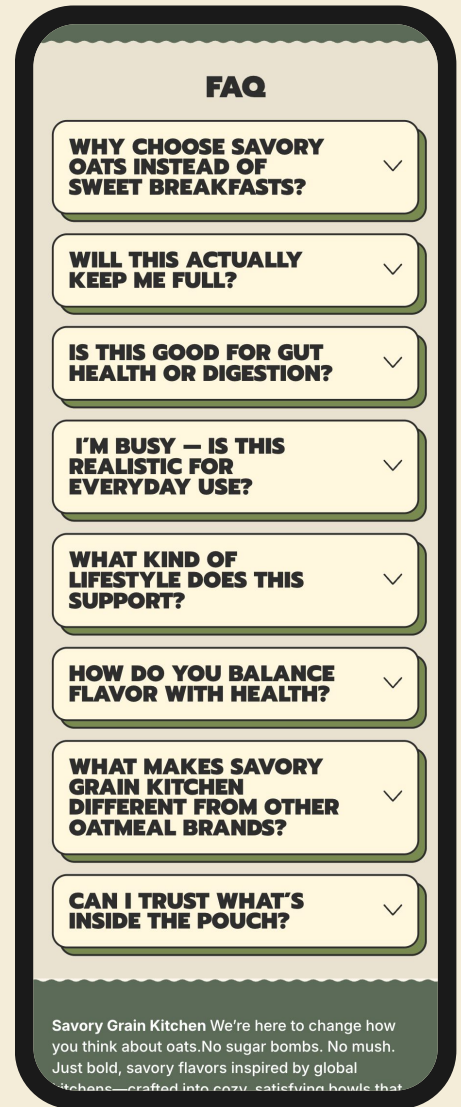
# Mobile, where most buyers land.



HOME



PRODUCT



FAQ & SIGNUP

## DESIGN NOTE

Mobile carries the same editorial weight as desktop. Hero leads with positioning, the flavour grid uses the scallop frame as a thumb-tappable card, the PDP keeps the single-button buy-box, and FAQ collapses everything into clean accordions. No tap target under 44pt. No font under 14px.



# Designed and built by **Blinc.**

Brand systems and Shopify storefronts for DTC operators who care about craft. We work end to end and white-label for select agencies.

## STUDIO

**Blinc Design**  
Los Angeles.

## CONTACT

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## FEATURED ON

**Shopify Partners**  
5.0 across 306 reviews. Partner since 2019.