

Olivia
Taylor

Research



Research



Ideation

MAC + Cheese Project ^{cheese}

<u>Kid Focus</u>	<u>Caul</u>	<u>Flavors</u>
Three	Goose	Sweet Potatoes
Monkey	Humpty	Hamburger
elephant	Dumpty	flapper
Squirrel	Tiger	Fried rice
Capybara	Goose!!	Cheese + Beef +
Dog	Cow	Broccoli
Squirrel	Cat	
Raccoon	Dish	
Seal	Spoon	
Bear	<u>Dog</u>	

Mother Goose Coops.

Kids Cook Co

Gossling Grains Co.

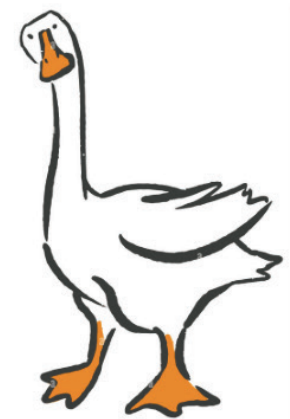
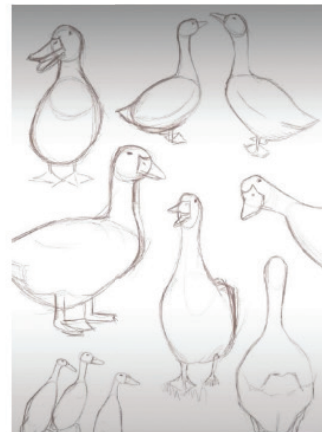
Good Garden

- Independent
- Life Skills
- Childhood
- Wimsy
- Chore / Responsibility
- Family Time
- Memories

Pitch

The concept behind Mother Goose Goods' Helping Hands Mac & Cheeses is to create a versatile line of comfort food that encourages kids and families to cook together. The name "Helping Hands" emphasizes the role of kids and life skills learned in the kitchen, inviting them to take part in simple, fun tasks like stirring noodles, sprinkling cheese, or mixing in toppings. At its core, the product offers a creamy, flavorful mac and cheese base that can be enjoyed on its own as a satisfying meal, but it is also designed in a "hamburger helper style" format that allows families to add in proteins or vegetables of their choice. This flexibility not only makes the dish more customizable for different tastes and nutritional needs, but it also extends the sense of creativity in the kitchen, giving families a chance to make the meal their own. The concept blends nostalgia with modern convenience, unifying fresh ingredients, child friendly preparation, and an adaptable design. In the end, Helping Hands is about more than just eating mac and cheese, it's about turning mealtime into a shared experience filled with comfort, and playfulness.

Reference



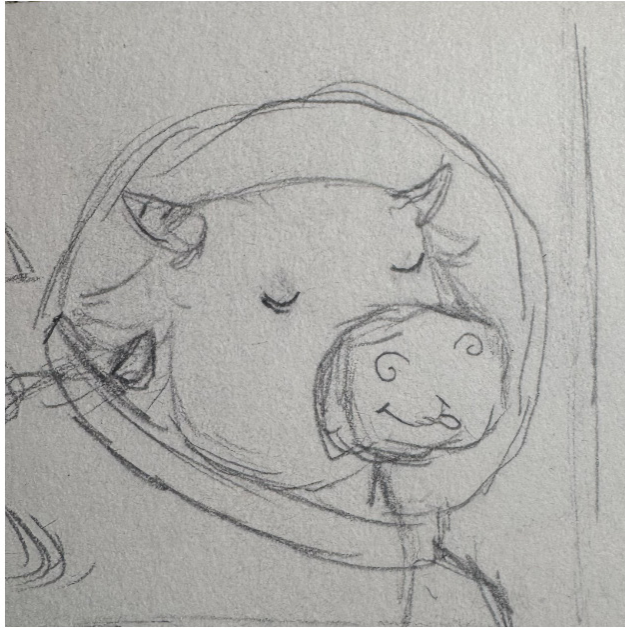
Reference



sketch



sketch



Assets

MOO MAC
QUACK MAC
CRACKED MAC
MOO MAC
QUACK MAC
CRACKED MAC
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CRACKED MAC
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HELPING HANDS **1**
LEVE L
HELPING HANDS **2**
LEVE L
HELPING HANDS **3**
LEVE L

Sketch layouts



Illustrations





Flats prosess

At Mother Goose Goods,

Every box has a story to tell. Inspired by the silly rhymes and kind characters we grew up with, our foods bring a dash of play to dinner time. From quacks to eggs, we turn classic tales into tasty twists that kids (and kids at heart) can enjoy together.



1. Boil 6 cups of water.
Add pasta, stir, and
cook for 7 minutes.



Drain pasta and
rinse with water.



Add 2 tbsp butter,
¼ cup milk, and
cheese packet.



Return pasta to pot.
Stir until creamy.
Serve and enjoy!

1.



Boil 6 cups of water,
Add pasta, stir, and
cook for 7 minutes.

2.



Drain pasta and
rinse with water.

3.



Add 2 tbsp butter,
¼ cup milk, and
cheese packet. add
beef and broccoli.

4.



Return pasta to pot.
Stir until creamy.
Serve and enjoy!

1.



Boil 6 cups of water, Add pasta,
stir, and cook for 7 minutes.

2.



Drain pasta and rinse with water.

3.



Add 2 tbsp butter, ¼ cup milk,
cheese packet. add cooked
beef and broccoli.

4.



Return pasta to pot. Stir until
creamy. Serve and enjoy!

1.



Boil 6 cups of water, Add pasta,
stir, and cook for 7 minutes.

2.



Drain pasta and rinse with water.

3.



Add 2 tbsp butter, ¼ cup milk,
cheese packet. add cooked
beef and broccoli.

4.



Return pasta to pot. Stir until
creamy. Serve and enjoy!



MOO MAC

GF NOODLES,
WHITE CHEDDAR,
+ BROCCOLI, & BEEF

Flats



We At Mother Goose Goods believe dinner should be just as fun as story time.

Inspired by the nursery rhymes that have been beloved for generations, we've built a line of comfort foods with a bit of whimsy.

Instructions:



1. Boil 6 cups of water. Add pasta, stir, and cook for 7 minutes.



2. Drain pasta and rinse with water.



3. Add 2 tbsp butter, 1/4 cup milk, cheese packet, add cooked beef and broccoli.



4. Return pasta to pot. Stir until creamy. Serve and enjoy!

*Hey
diddle diddle,
The cat and
the fiddle,*

*The cow
jumped over
the moon,*

*The little dog
laughed to see
such sport,*

*And the dish
ran away with
the spoon.*



**GF NOODLES,
WHITE CHEDDAR,
+ BROCCOLI, & BEEF**

GF NOODLES, WHITE CHEDDAR,
ADD BROCCOLI, BEEF

MOO MAC



NUTRITION FACTS

ABOUT 3 SERVINGS PER CONTAINER
SERVING SIZE 1 CUP (175g)
ABOUT 3 SERVING PER BOX

AMOUNT PER SERVING
Calories 260

	% DV**
Total Fat 14g	5%
Saturated Fat 8g	9%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 540mg	24%
Dietary Fiber 3g	11%
Protein 12g	24%
Vitamin D 0.8mg	4%
Calcium 200mg	24%
Iron 1.8mg	30%
Potassium 300mg	6%
Total Fat 14g	5%
Saturated Fat 8g	9%
Trans Fat 0g	
Cholesterol 10mg	3%
Sodium 540mg	24%

INGREDIENTS: macaroni (semolina (durum wheat), niacin, iron, thiamine mononitrate, riboflavin, folic acid), cheese sauce mix (cheddar cheese [pasteurized milk, cheese cultures, salt, enzymes], whey, milk solids, salt, whey protein, cheddar cheese)

**GF NOODLES,
WHITE CHEDDAR,
+ BROCCOLI,
& BEEF**

**MACARONI
& CHEESE
DINNER**

**NET WT
7.25 OZ (205G)**

**HELPING
HANDS 2**



1 2 JUN 2031

**HELPING
HANDS 2**



0 20357 12268 2

Flats



We At Mother Goose Goods believe dinner should be just as fun as story time.

Inspired by the nursery rhymes that have been beloved for generations, we've built a line of comfort foods with a bit of whimsy.

Instructions:

- 

1. Boil 6 cups of water. Add pasta, stir, and cook for 7 minutes.
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2. Drain pasta and rinse with water.
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3. Add 8 tbsp butter, 1/4 cup milk, cheese packet, add poultry.
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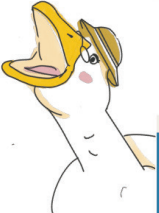
4. Return pasta to pot. Stir until creamy. Serve and enjoy!

Old Mother Goose,

When she wanted to wander,

Would ride through the air,

On a very fine gander



SWEET POTATO NOODLES, ROSEMARY CHEESE, ADD POULTRY

QUACK MAC



HELPING HANDS 1 LEVEL



12 JUN 2031

HELPING HANDS 1 LEVEL



NUTRITION FACTS

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SERVING SIZE 1 CUP (175g)
ABOUT 3 SERVINGS PER BOX

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	% DVM
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Calcium 200 mg	24%
Iron 1.8 mg	10%
Potassium 300 mg	6%
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Saturated Fat 8g	9%
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Cholesterol 10mg	3%
Sodium 540mg	24%

INGREDIENTS: macaroni (semolina [durum wheat], niacin, iron, thiamine mononitrate, riboflavin, folic acid); cheese sauce mix (cheddar cheese [pasteurized milk, cheese cultures, salt, enzymes], whey, milk solids, salt, whey protein, cheddar cheese)

SWEET POTATO NOODLES, ROSEMARY CHEESE, + POULTRY.

MACARONI & CHEESE DINNER

NET WT 7.25 OZ (205G)

Flats



Final boxes



Final boxes

