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Fresh Express unveils bold new visual identity

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Refreshed, reimagined, and ready to disrupt the salad category



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Fresh Express, the brand leader in value-added salads, unveiled its refreshed brand identity, signalling a new era for the category leader. With a modernised logo, thoughtfully redesigned packaging, and a strategic vision rooted in fresh quality, taste, and health, Fresh Express is reaffirming its position as the Salad Expert and setting the stage to connect with a new generation of salad lovers.

"At Fresh Express, we believe our commitment to providing fresh, high-quality products isn't just a promiseâ??it's a mindset," said Fabian Pereira, Vice President of Marketing at Fresh Express. "This brand refresh honours our rich legacy while celebrating where we're going. And it's more than a new lookâ??it's an invitation for consumers to express themselves through bold flavours, vibrant ingredients, and personalised salad creations. Our goal was to build deeper meaning and relevance for today's consumer, especially Gen Z and competitive shoppers, without losing the trust of our loyal fans."

The brand's iconic red shield and signature leafy imagery have been elevated in the new logo, reinforcing trust, quality, and a personal touch. A modernised handwritten wordmark brings warmth and authenticity, while a confident, curved-shaped language and an evolved colour palette enhance shelf standout and navigation.

Fresh Express conducted extensive consumer testingâ??both qualitative and quantitativeâ??to ensure the new visual identity resonated with its consumers. The results: consumers preferred the new design 2:1 over the previous iteration and cited stronger connections to key brand attributes like taste, health, and freshness. The refreshed identity brings to life Fresh Express's core belief that salads are more than a meal â?? they're a vibrant canvas for creativity, self-expression and personal flair.