

# Evolution OF THE ACME BRAND

LATE 1970'S



Prior to the 70's, most smoked fish was sold behind the deli counter.

1980'S



With vacuum pack technology, Acme extends line of retail products.

1990'S



The introduction of the new logo and packaging for smoked fish product line.



2008

Main line of smoked salmon packages are re-designed.



2012



Introduction of "A" Acme icon to represent the Acme Smoked Fish Corporation. All the Company brands (Acme, Blue Hill Bay, Ruby Bay, and Great American) are now linked to the "A" icon.



New Acme brand logo combines elements on the first logo and the new.

All brands and packaging are redesigned.



Over 300 sku's and website are re-designed.