



PROJECT SHOWCASE

Creating a Brand Identity

Building a brand foundation for **Taste With Colour** – company that helps people discover and communicate the flavours of chocolate through colour.

by Yulia Dijkstra

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Bread Bureau

The Client

I was excited to work with Hazel Lee, creator of **Taste With Colour** from London.

Hazel has been wearing many hats:

- ◆ Food Product Development Scientist
- ◆ Chocolate Consultant
- ◆ Member of the Academy of Chocolate in London
- ◆ Judge for multiple Chocolate Awards, in Europe, the US and LatAm.

Taste With Colour's 2 main products are:

- ◆ Engaging workshops where guests are discovering flavours through colour.
- ◆ The Chocolate Tasting Flavour Map – an approachable tool to help people discover flavours with colour.




Hazel has been a member of the fine chocolate industry since 2013.

The Challenge

*“In trying to please everyone, we end up pleasing no one.”
– Seth Godin.*

The brand spoke from Hazel’s heart and soul. Authenticity was never the problem. The challenge was **clarity** — **how to express the value of the offer, what makes it different, who it’s for, and what problem it solves. And once that was clear, how to say it consistently across every channel.**

Bread Bureau had to build a strong brand foundation that would:

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- ◆ Capture the purpose and high value of the offering
 - ◆ Communicate its value confidently and consistently to the right target audience across all channels.

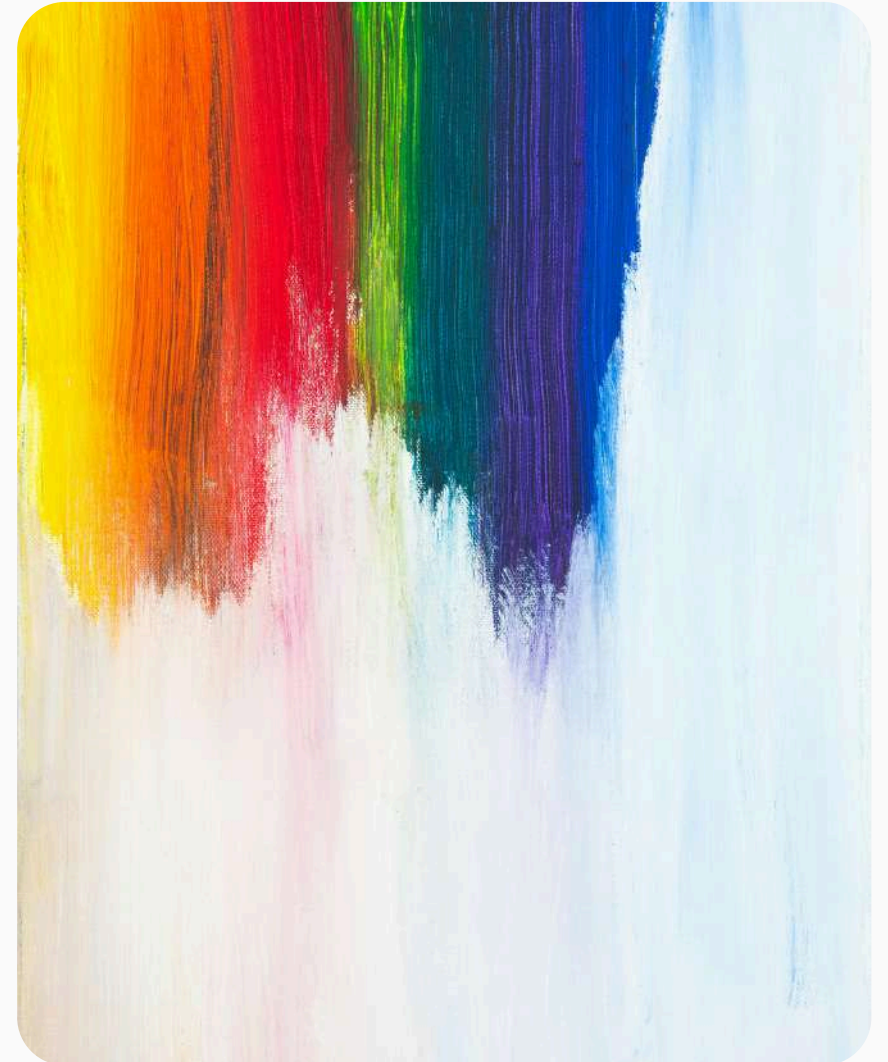
The Approach

Bread Bureau aimed to create a brand foundation that captures the value of the offering and resonates clearly with the target audience.

This involved 2 main steps:

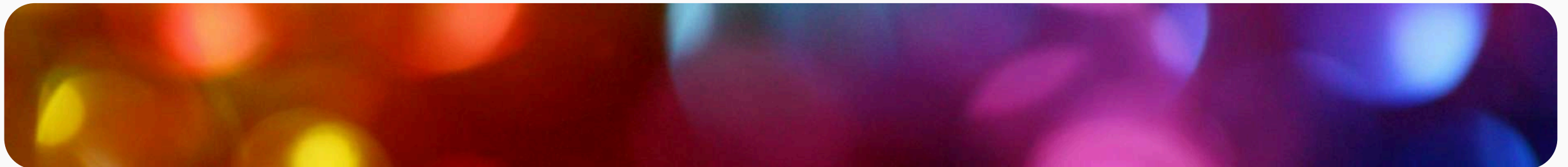
1. Collecting information via extensive questionnaire.
 - a. I was asking about the underlying motives for establishing the brand, what moves Hazel and keeps her going, her long-term aspirations, best-developed skills but also things that she would never want to do, things that don't match her values.
2. Deep work with the insights, pulling techniques from Jobs To Be Done framework and best practices in brand positioning.

The goal was to create a fundament that is commercially sound, but still authentic and resonating with the creator - that minimises emotional resistance and entrepreneur's stress.



Project Elements

What was done?	What's the goal?
Define main target audience segments	Finding people for whom it solves a specific, substantial, unmet need, not trying to please everyone
Define Unique Selling Proposition (USP) and tone of voice	Creating an offer and the voice that will set the brand apart in the market
Formalise brand messaging: vision, mission, brand values	Define the brand's purpose (why it exists) and long-term aspirations
Develop messaging toolkit	To maintain consistency and sharpness across all communication channels



Target Audience Definition

Taste With Colour offers multi-sensory workshops with excellent bean-to-bar chocolate.

It seek a rather niche audience: upscale budgets, interest in digging into the sensory world, wish to explore flavours – it has to find the right customer.

I defined clear target audience segments for tailored messaging and positioning strategies.



Corporate Segment

Looking for team event ideas

Flavour artisans

Looking to improve communication around flavour

Affluent professionals in:

- ◆ Finance
- ◆ Tech
- ◆ Law
- ◆ Media

- ◆ Chocolate makers
- ◆ Coffee makers
- ◆ Artisan wine makers
- ◆ Distilleries

Deliverable #1: Brand Messaging

Brand messaging helps to build the right narrative around the brand, as well as guides the decision making.

Vision

What's the end goal, the aspiration for the brand?

Empower people to discover more in fine flavour products.

Mission

What's being done to reach the state described in Vision?

To provide hands-on techniques for discovering and communicating flavour, for artisans and their customers.

Values

Shared ideas and fundamental beliefs of the brand

- ◆ **Come As You Are** - there's no write or wrong in flavour perception.
- ◆ **Build Bridges Not Walls** - passion for sharing the knowledge, for travel, for opening new angles of flavour.
... and 2 more

Deliverable #2: USP And Brand Voice

Both USP and brand voice set the brand apart on the market, by giving the audience a distinct reason to prefer it among competitors and by remembering its personality.

USP

Distinct reason for the audience to choose your brand.

◆ TWC helps [ambitious teams] [reconnect with their senses (and each other)] through [multisensory chocolate experiences].

◆ TWC bridges the gap between flavour and people's experience by using color.

Brand voice

Developing brand's personality in messaging and communication

◆ **TWC speaks with knowledge and precision.**

It invites curiosity, may challenge a little to entertain, but never intimidates.

◆ **TWC speaks with passion and transparency.**

It shares what matters with clarity and honesty, but never aims to sow discord.

And 1 more...

Deliverable #3: Messaging toolkit

By having taglines, key messaging concept at hand a brand can maintain consistency and stay sharp across all communication channels

Taglines

Catchy phrases, created to capture attention and be remembered

For corporate segment:

- ◆ Let chocolate surprise you.
- ◆ Paint what chocolate tastes like.

For artisan segment:

- ◆ Create a portrait of your product's flavour.
- ◆ Bridging flavour and people's experience through colour.

Key messaging

Specific messages a brand wants to send across to each of the target segments

For corporate teams:

- ◆ Teams bond when they're genuinely curious and chocolate flavour makes that happen.

For flavour artisans

- ◆ Colour can be used as a bridge between artisan products and flavour expression.
- ◆ Even the best flavour can't just speak for itself - it needs to be heard, too.

Bonus for Taste With Colour

Whenever I can, I add extra value for my clients.

For this project, I offered Hazel a free bonus:

List of 50 companies around Canary Wharf in London that match target audience profile and could be interested in Taste with Color workshops, for her outreach efforts.

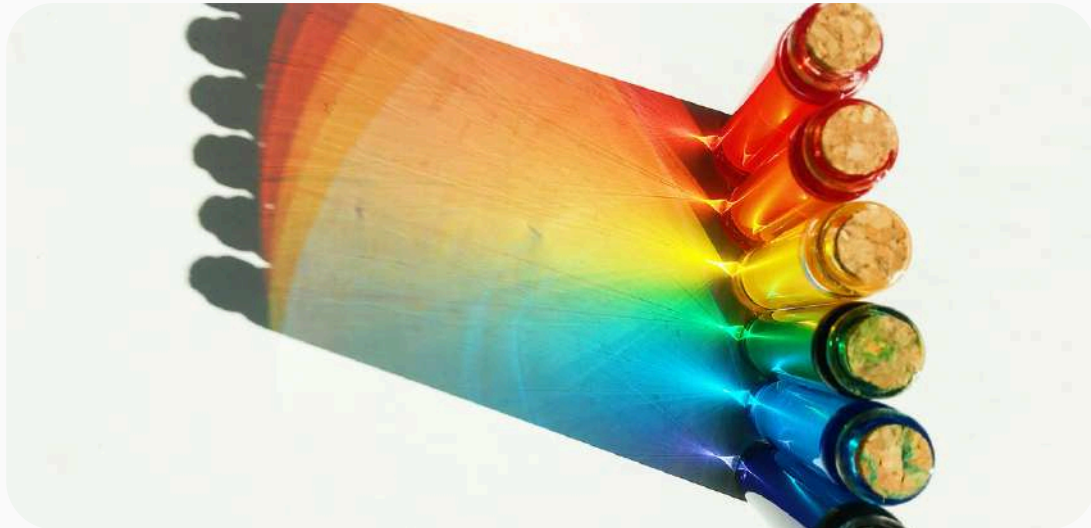
📍 *Canary Wharf, London*



Results For Taste With Colour

Clarity

A brand identity that speaks to the right people, captures the purpose of the offering and communicates its value consistently across channels.



Practical, Usable Tools

Taste With Colour got audience-specific positioning guide whose content can be copy-pasted into pitches, website, and outreach.



Why This Matters

Building a strong brand foundation is like living a healthy lifestyle - it doesn't solve all the problems, but it makes everything so much easier.

Having enough energy to move forward, make decisions, staying true to oneself - all true for both people and brands who got the basics right.

And when a brand has a clear identity, **it stands out.**

After all, everyone enjoys a good conversation with someone interesting - the same goes for brands.



How Your Brand Can Transform

If your business feels hard to explain, 'too broad' or inconsistent in messaging...

...I will help you define a clear offer and turn it into a story your customers connect with.



BOOK A FREE INTRO CALL

About Bread Bureau

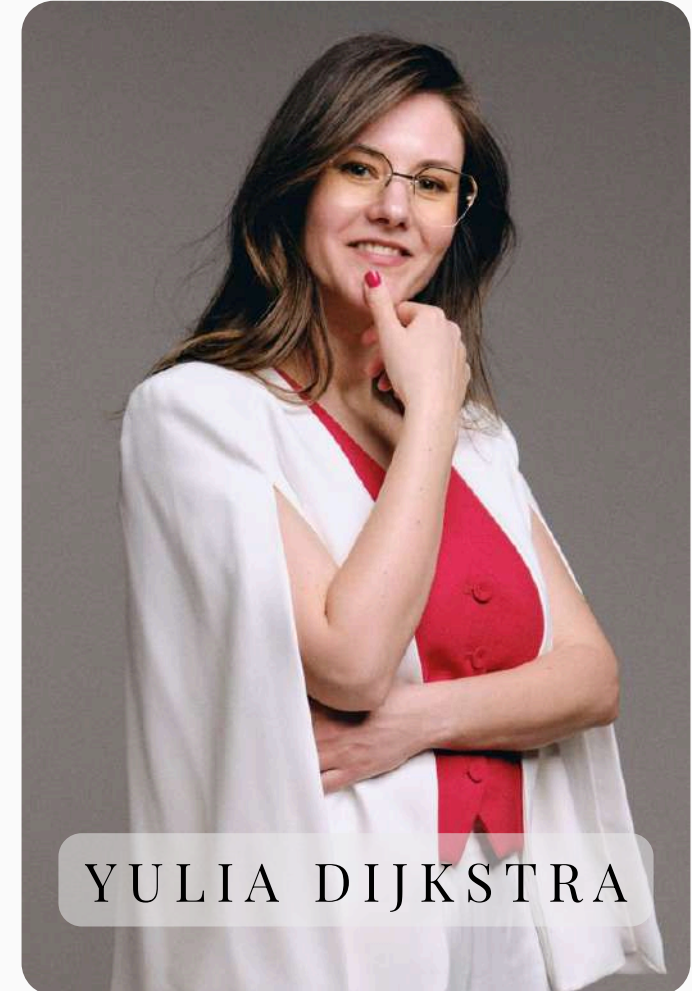
Founded in 2024
📍 Based in Amsterdam

Hi, I'm Yulia Dijkstra, founder of Bread Bureau.

I help genuine brands fix their positioning, find product-market fit, and grow without needing a full marketing team.

The services include but are not limited to:

- ◆ Marketing Audits
- ◆ Marketing Strategy
- ◆ Brand Positioning
- ◆ Customer Insights
- ◆ Fractional Marketing Roles



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