

Peanut Blog

An ounce of information



Refreshed Jif branding mirrors modern consumption habits for peanut butter

Jif has refreshed its branding for the first time in over thirty years, updating its on-pack imagery and logo to reflect the changing role of its peanut butter in consumers' daily lives.

As part of the redesign, Jif has introduced new imagery across its packaging to upfront 'snack inspiration' – highlighting the multiple ways a consumer can eat peanut butter throughout the day.

The labels display images of peanut butter on an apple slice, celery stick, rice cake, cracker, and more. This is set to represent the 'quick, convenient, and satisfying' ways a consumer can implement peanut butter into their meals.

The brand has also revived its tri-colour banner and removed the 'dated' drop shadow from its letters for a 'cleaner, bolder look' that catches the eye on shelves and online.

Altogether, the refreshed branding is hoped to combine Jif's most recognizable elements with 'fresh approaches that bring a new energy'.

"We're excited to introduce a refreshed look for Jif that better celebrates the role the brand plays in consumers' everyday lives," said Shelly Kowal, marketing director at The J.M. Smucker Co.

"This is our first major design update in more than 30 years, and we approached it with real intention. We wanted to honour the iconic elements people know and love while bringing new energy to the shelf.

"Jif has evolved from being one of the key ingredients in a PB&J to also serving as a delicious complement to so many snacking occasions, and this new branding celebrates that."

Products featuring the updated packaging will begin shipping in October 2026. It is expected to reach supermarket shelves throughout the autumn and early winter.

Jif also underlines its broader focus on innovating products to keep up with evolving consumer behaviours, including the introduction of squeezable formats for easier snacking.

In other news, The Coca-Cola Company recently redesigned its bottles and cans to tighten its brand consistency while reviving its 'iconic heritage'.

The move sparked controversy. Marketing experts praised the rebrand for bringing back old-school visual elements while consumers took issue with the "indistinguishable" design of the Coca-Cola Zero Sugar cans, fearing mix-ups with the standard version of the drink.

Meanwhile, KFC has redesigned its branding for the UK and Ireland markets. This includes a 'subtle evolution' of the Colonel Sanders image on its bucket packaging.

Source: <https://packagingeurope.com/news/refreshed-jif-branding-mirrors-modern-consumption-habits-for-peanut-butter/14657.article>