

J&M Famous Biltong undergoes rebranding

J&M Famous Biltong recently underwent a rebranding - introducing a new logo and packaging. Customers can also expect to see new points of sale, in-store design, website, branded cars, uniforms and catalogues.



“We wanted to bring the brand in line with its product and in line with its target consumers’ taste and style,” says managing director Alexi Hadjidakis.

The company was established by Dirk Joubert as a small and unassuming butchery in Sea Point in 1942. In the 1960s, Dirk’s son, Chris, and Louis Montadon joined forces and began selling the cured meats. In 2007, J&M was sold to Geotina (Pty) Ltd – which falls under the umbrella of The Hadjidakis Group of 7-Eleven fame.

Ropelius Brand and Design SA were appointed to conceptualise the new refreshed logo and collateral design. Ropelius creative director Marnhe du Plooy says: “We were required to refresh the J&M brand and so developed a design look and feel with clear pillar differentiation. It communicates the brand’s heritage through an eye-catching, structured architecture and product differentiation.”

Along with the rebranding comes the roll-out of three new stores. Clearwater Mall opened a few months back, Iron Works in

the Good Woodstock Market opened on 7 June, and the new flagship Fourways Mall store opened on 15 June.

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