

Nota Bene Flavors

Case Study

Client: Nota Bene Flavors

Industry: CPG Services

Location: San Francisco, CA

Overview:

Signal Drift made world-class flavor science look “commodity,” creating **Brand Identity Fog** that undercut pricing power and partner quality.



The Fix

Clarity (*Dig*) → Build (*Distill*) → Launch (*Amplify*)

- **Dig:** Assessed the gap between the real expertise and the signals being sent (Brand, verbal identity, website).
- **Distill:** Renamed the business to Nota Bene Flavors + built a premium identity, logo, and verbal system that was clear & confident without being pretentious.
- **Amplify:** Rolled out a streamlined site + hero content (visuals + video) that sells “art + science.”

The Outcomes

- Brand finally matches the quality of the work
- Stronger category authority + better-fit clients
- Increased momentum and partnership opportunities
- Pricing and positioning now feel justified instantly

The Work

Naming, Brand Identity, Verbal Brand, Style Guide, Website, Hero Video, Launch