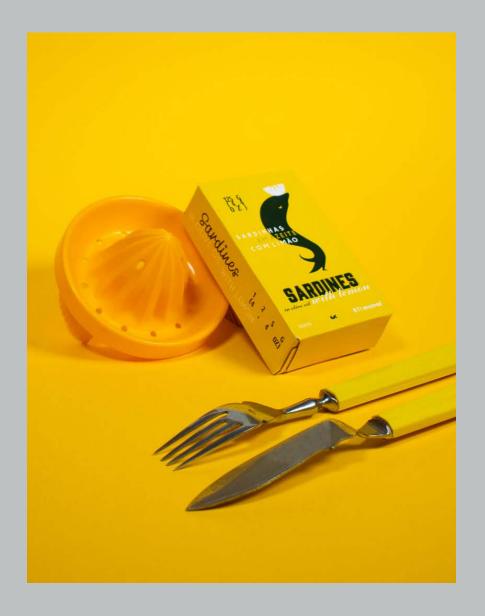


I was often told about my great-grandfather. Ati Manel. That he was like this, that he was like that, that he did this, that he did that. He had a canning business, which he had started with difficulty but with a lot of energy. The First World War brought fever to the Portuguese canning industry. In the mid-twenties, national factories were around four hundred. In the late thirties they were reduced to less than half. When World War II broke out, demand for cans increased again. And Ati Manel had no hands to measure. Sometimes he sent small packages to friends he had abroad. It seems that they arrived at the destination as if they were the best gift in the world at that time. And they were. Fortunately, they are still today for other reasons. My great-grandfather's health was already, at that time, arm wrestling with his willpower. But he still witnessed the prosperity of the fifties.

I never got to know Ati Manel, nor his canned fish. The things that remained of him in the house of Reveles were there winning the dust of the time. When we did the sharing, we walked in the house exchanging childhood stories between brothers. Welooked at the trapdoor that overlooked the basement. And, among books and other office stuff, we found a number of things related to the production and marketing of canned food. Stamps, zinco engravings, some silkscreen frames, photolithography, wood types, sharp, one or another color proof, a thread count, clichés, lithographic stones, offset plates, label boxes, stamps, a notebook with formulas and recipes of conservation, another with notes from the market abroad, yet another, with contacts from agents, producers and fishermen with personal notes, letters received from various countries with comments on preserves.

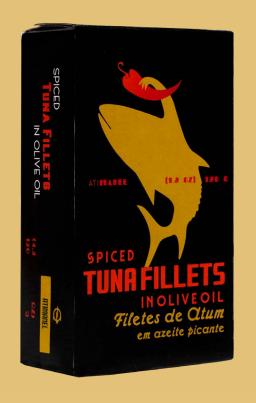


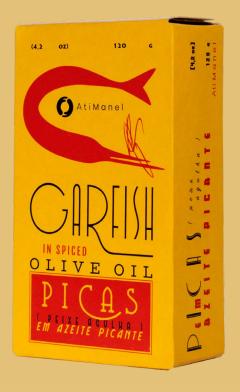
I only had eyes for these relics. As a designer, I was entrusted with this heritage. I put everything together, cleaned, organized, tidied, feeling the appeal of an identity marked by the signs of a golden age. I recovered the alphabets and the palettes. I remade plots, networks, stitches. I adapted the graphic strategies to the new requirements, to the specificities and standards of the markets in different countries and continents. I renewed and updated the solutions, maintaining the spirit and visual environments of my great–grandfather's time.

But all of this would only make sense with another commitment, with special attention to his notes, his care and connection to the producers, his demands with the raw material, his relationship with the suppliers, with the auctions, with the fishermen culminating in his formulas and recipes, thinking about how to recover and maintain the authenticity of old times, by taking advantage of the best current production conditions: seeking to combine the know how of the freshness of the garfish, the razor clams or the scallops preservation, realizing the way in which the best oil for sardines was chosen, the care with which tuna fillets, marinated mussels, squid filling, garlic sauce for octopus was prepared. Enjoy!

Bom Apetite!













REF: ATI_CO_514 **PRODUCT: GARFISH** (PEIXE AGULHA) IN OLIVE OIL

NET WEIGHT: 120g DRAINED WEIGHT: 85g



more images here

REF: ATI_CO_378

PRODUCT: TUNA FILLETS

IN OLIVE OIL

NET WEIGHT: 120g DRAINED WEIGHT: 78g



more images here

REF: ATI_CO_385

PRODUCT: SPICED TUNA FILLETS IN OLIVE OIL

NET WEIGHT: 120g DRAINED WEIGHT: 78g



REF: ATI_CO_521 PRODUCT: GARFISH (PEIXE AGULHA) IN SPICED OLIVE OIL NET WEIGHT: 120g

DRAINED WEIGHT: 85g



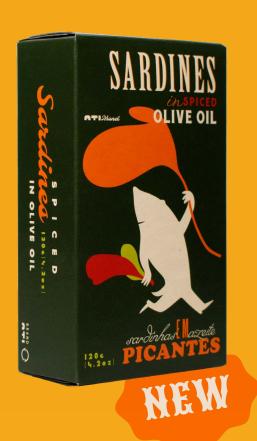






REF: ATI_CO_408 **PRODUCT: SARDINES** IN OLIVE OIL NET WEIGHT: 125g

DRAINED WEIGHT: 90g





more images here

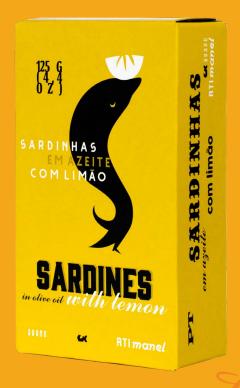
REF: ATI_CO_538 **PRODUCT: SARDINES IN SPICED OLIVE OIL** NET WEIGHT: 120g DRAINED WEIGHT: 90g





more images here

REF: ATI_CO_415 **PRODUCT: SARDINES IN TOMATO SAUCE** NET WEIGHT: 120g DRAINED WEIGHT: 84g

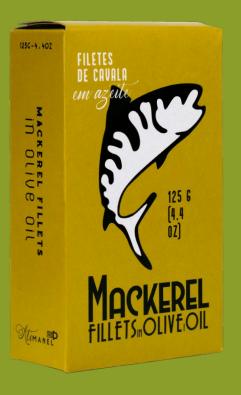




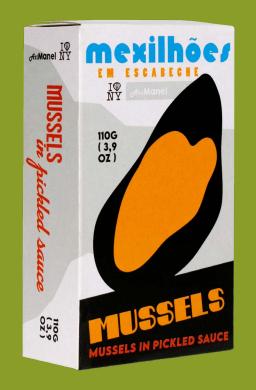


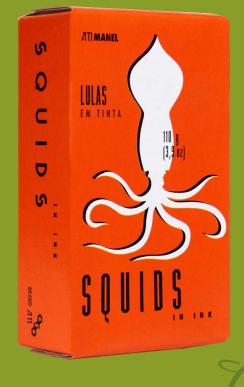
REF: ATI_CO_422 **PRODUCT: SARDINES** IN OLIVE OIL WITH LEMON NET WEIGHT: 125g DRAINED WEIGHT: 90g

















REF: ATI_CO_392

PRODUCT:

MACKEREL FILLETS IN OLIVE OIL

NET WEIGHT: 125g DRAINED WEIGHT: 90g



more images here

REF: ATI_CO_446 **PRODUCT: MUSSELS** IN SPICED PICKLED SAUCE NET WEIGHT: 110g DRAINED WEIGHT: 70g



more images here

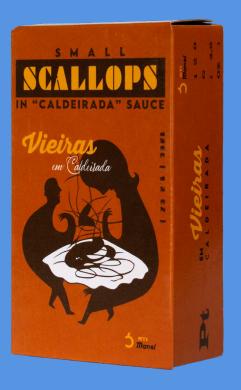
REF: ATI_CO_439 PRODUCT: **MUSSELS IN PICKLED SAUCE** NET WEIGHT: 110g DRAINED WEIGHT: 70g

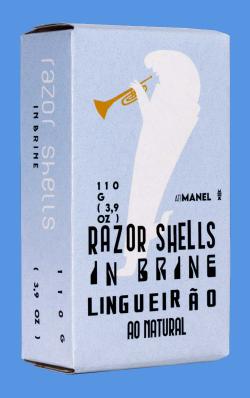


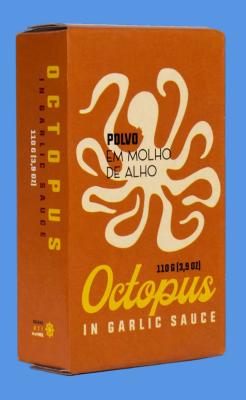
more images here

REF: ATI_CO_491 PRODUCT: **SQUIDS IN INK** NET WEIGHT: 110g DRAINED WEIGHT: 72g











REF: ATI_CO_507 PRODUCT: SMALL SCALLOPS **IN CALDEIRA SAUCE** NET WEIGHT: 120g DRAINED WEIGHT: 72g



more images here

REF: ATI_CO_453 PRODUCT: **RAZOR SHELLS IN BRINE** NET WEIGHT: 110g DRAINED WEIGHT: 70g



more images here

REF: ATI_CO_484 PRODUCT: **OCTOPUS IN GARLIC SAUCE** NET WEIGHT: 110g DRAINED WEIGHT: 72g



more images here

REF: ATI_CO_460 PRODUCT: HORSE MACKEREL IN OLIVE OIL AND BASIL NET WEIGHT: 90g DRAINED WEIGHT: 65g











REF: ATI_PA_590 PRODUCT: SPICED SMOKED SARDINE PATE

NET WEIGHT: 75g



more images here

REF: ATI_PA_576 PRODUCT: SMOKED **SARDINE PATE** NET WEIGHT: 75g



more images here

REF: ATI_PA_606 PRODUCT: SPICED SMOKED MACKREL PATE NET WEIGHT 75g



more images here

REF: ATI_PA_583

PRODUCT: SMOKED MACKEREL

PATE

NET WEIGHT: 75g













REF: ATI_PA_613 PRODUCT: SMOKED **TUNA PATE** NET WEIGHT: 75g



more images here

REF: ATI_PA_620 PRODUCT: SPICED **SMOKED TUNA PATE** NET WEIGHT: 75g



more images here

REF: AT_PA_637 PRODUCT: SMOKED TROUT PATE NET WEIGHT: 75g









10 / 12

Exposit ons Au a Manel







11 / 1

Exposit ons Manel







THANK YOU AND...

