

I.D.

February, 2003

The I.D. Forty: **Best and Worst Designs**

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## weighing in

**40 Best (and Worst) Designs of the New Century**



The International Design Magazine  
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## SIMPLY DELICIOUS

OUR NOD for best food goes to Simply Organic, a growing line of natural spices, seasoning mixes and boxed dinners. The collection is made under strict organic guidelines but sold at everyday prices in grocery stores. Be Design, a San Rafael, Calif.-based firm, provided the fresh, simple packaging designs for everything from bottled spices and extracts to boxed mac and cheese. If you have to eat fast, you might as well eat healthy.



Simply Organic combines desirable eats with desirable prices.

Ore-Ida's Kool Blue funky fries don't look very cool.