

Aspects to be considered when you define your private label project



PRODUCTS

- Type of product:** milk chocolate, dark chocolate, plain bars, with additions, filled bars, enrobes, confectionery, etc.
Ready to eat, snacks, baking...
- Format:** 100g bars, 50g bars,
- Benchmarking:** commercial references
- Your specific ingredients
Seasonal products / ingredients
- Certifications:** conventional, organic, fair trade, Non-GMO, UTZ, Kosher, Halal, Vegan...
- Marketplace:** US, Asia, Australia, etc.
- Channels:** retailers, specialty shops, industrial, Horeca...
- Target people:** children, young, adults...
- Sensory profile:** shape, appearance, flavor, texture, color, odor...
- Allergen restrictions:** peanuts, other nuts, milk, soy...
- Special claims:** vegan, free from, fortify, rich in...
- Nutrition facts:** According to FDA...
- Shelf life:** minimum 12 months or more...
- Special requests
- Single origin

PACKAGING

- Bulk or Retail
- Retail:** grams per unit, units per display, displays per master case
- Primary:** aluminium foil, polypropylene foil...
- Wrapper, carton box, bags
- Shelf ready displays, multi-packs...
- Recyclable packaging
- Artworks:** die line, labels design...
- Printing colors:** Pantone colors, CMYK, embossments, gold foils...
- Languages:** English, Japanese...
- Nutrition facts:** According to FDA...
- Logos:** USDA NOP, EU, JAS, Fairtrade, Vegan...
- Bar code:** EAN, UPC...
- Warning labels
- Pallets configuration:** height, number of rows...
- Container configuration:** pallets, on floor...

QUALITY ASSURANCE

- Certifications:** BRC, Non-GMO Project, Halal, Kosher,...
- Analysis requirements:** microbiological, frequency: per order, per year...

COSTING

- Annual volume forecast
- Order frequency:** how many per year,?
- Analysis:** Heavy Metals, microbiological...
- Target price
- Certifications:** organic, fair-trade, UTZ, (Am I certified?)
- Incoterms:** FOB, CFR, DDP...

LOGISTICS

- Means of transport:** by air, by sea...
- Type of container:** dry, reefer, 20'...
- Container configuration:** on floor, pallets, temperature recorders, pallets with special stickers,...
- Type of pallet:** two way entry, four way entry, Eur pallet,
- Standard, Chep pallet,...
- Incoterms:** FOB, CFR, DDP...
- Import licenses needed
- Special documents required for the local authorities or**
- Customs:** Health Certificate, registrations...

LAUNCHING TIME

- When should my product be on the market?
- Transit time from origin to final destination

