

4AP Food Academy

Packaging

G

GOLD

Contain

Is your product transported on a standard shipping pallet? If not, will it fit on pallet and will it function on a pallet?

Possible Next Steps:

Determine how your cased product fits on a 40x48 pallet.

Notes:

Protect

Does your packaging protect your product for 3-6 months?

Possible Next steps:

Have a conversation with your material providers to confirm that the materials selected provide the adequate protection required.

Notes:



Communicate

Does your packaging communicate product identification and brand messaging (ingredient cue, product and flavor identification, product benefit, etc)?

Will your product enter interstate commerce? If so, does your packaging meet FDA labeling requirements (net weight, product claims, UPC codes, etc)

Possible Next Steps:

Have a packaging expert review your packaging design.*

Have a regulatory expert review your label and ensure it meets regulatory requirements.*

*4AP can connect you to experts in both areas for pro-bono consulting.

Notes: