

4AP Food Academy

Packaging

S

Silver

Contain

What is your case count (units per case)? What is your case size (dimensions)?

What does your primary package look like in a case?

Possible Next Steps:

Have a conversation with your customer(s) about what a workable case count is.
Take your optimized primary package and design or source a case for it.

Notes:

Protect

Does your packaging protect your product for a minimum of 3 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: