

# Private label check list

**These are the points to be evaluated when defining your project.**

## PRODUCTS

- ◇ Philosophy: conventional, organic, Fair-Trade, dietetic, functional, ...
- ◇ Markets: US, Canada, England, Australia, ...
- ◇ Destination: retail, specialty shops, industry, catering, ...
- ◇ Product typology: solid bars, solid bars with additions (hazelnuts etc.), filled bars, ...
- ◇ Format: 50g bars, standard 100g bars, flat bars 100g, 200g bars, napolitains 4,5g, ...
- ◇ Assortment: dark, milk, white, hazelnuts, coffee,...
- ◇ Specific requirements: single origin, high cocoa percentage, ...
- ◇ Benchmark: Lindt, Cadbury, ...
- ◇ Your specific ingredients
- ◇ Special requests
- ◇ Special origins

## PACKAGING

- ◇ Primary: aluminum foil, polypropylene foil, ...
- ◇ Wrapper, carton box, ...
- ◇ Boxes at ... bars, shelf ready displays, Multi-packs, ...
- ◇ Outer boxes at ... boxes, ....
- ◇ Pallets: EUR, special fumigation, US, ...
- ◇ Technical drawing, die line, ...
- ◇ Artwork: preferably delivered via FTP server
- ◇ Printing colors and specific needs: Pantone colors, gold foils, embossment, ...
- ◇ Languages: English, French, ...
- ◇ Logos: Organic, Fair-Trade, NOP, recycling, ...
- ◇ Nutrition Facts: US, Canada, ...
- ◇ Bar code: EAN, UPC, ...
- ◇ Special stickers for the logistic: stickers on the boxes or on the displays or on the pallets,...
- ◇ Pallets height: ...

## QUALITY ASSURANCE

- ◇ Are the suppliers quality certificate (BRC) enough and/or accepted?
- ◇ Product certifications: organic, Fair-Trade, Kosher, Halal, ...
- ◇ Analysis requirement: what type, how many per year, special laboratory, ...
- ◇ Audits: how many audits per year, ...
- ◇ Other quality requirements

## ADMINISTRATION

- ◇ Special documents required for the local authorities?
- ◇ Registration?

## TIMING

- ◇ When should the product be on the market?
- ◇ By when should the products be delivered to the warehouse?

## PRICING:

- ◇ Annual sales forecast per reference
- ◇ Target price
- ◇ INCO terms: Ex-works, DDU, ...
- ◇ Delivery locations: one, more than one, ...
- ◇ Royalties: ...
- ◇ Promotions: how many per year,
- ◇ Analysis: ...
- ◇ Certifications: organic, Fair-Trade, other