

SPECIALTY FOODS MARKETING & PACKAGING 101

Shermain Hardesty, UC Davis Ag Economics
& UC Small Farm Program



MARKETING IS ALL ABOUT....

- Market research & planning
- Target market identification
- Product development
- Label & packaging design
- Pricing
- Advertising, demos, public relations, promotional events
- Distribution
- Evaluation

SPECIALTY FOODS

- Specialty foods are niche products
- Specialty food categories
 - Cottage Foods <http://ucanr.edu/sites/cottagefoods/>
 - Organic, sustainably produced, local ingredients, farmstead
 - Ethnic
 - GMO-free/no artificial ingredients
 - Special health needs

COMPETITION

- Fierce competition in the food industry for shelf space & the consumer's dollar
- Differentiation is essential
- 4Ps of the marketing mix are tools for effective differentiation

PURPOSE OF DOING MARKET RESEARCH

- Understand marketplace
 - consumer characteristics, needs & attitudes
 - competitors' products, strengths & weaknesses
- Guide in developing marketing plan
- New product testing

BASIC TYPES OF MARKET RESEARCH

- Sales trends by product category
- Taste testing
- Consumers' product usage and attitudes

Specialty Foods Trends

source: 2015 State of the Specialty Foods Industry

TOP 10 CATEGORIES

	2014 \$ Million	% Share	Change 2012-2014
1 Cheese and Cheese Alternatives	3,708	7.2	8.0
2 Coffee, Coffee Substitutes, and Cocoa	3,476	6.8	21.5
3 Frozen and Refrigerated Meat, Poultry, and Seafood	3,189	6.2	26.8
4 Chips, Pretzels, and Snacks	3,112	6.1	24.6
5 Bread and Baked Goods	2,351	4.6	16.7
6 Candy and Individual Snacks	2,082	4.1	27.2
7 Condiments, Dressings, and Marinades	1,754	3.4	12.1
8 Frozen Lunch and Dinner Entrees	1,666	3.3	18.7
9 Yogurt and Kefir	1,568	3.1	20.3
10 Nuts, Seeds, Dried Fruits, and Vegetables	1,339	2.6	4.8

Hot Healthy Ingredients

- Jackfruit is catching on as a fiber-heavy meat alternative to use in tacos, wraps
- Avocados are showing up in alternate forms, such as dips, dressings and portable mini meals
- Grain-free wraps based on almonds, cassava, vegetables and coconuts offer alternatives for people avoiding grains

Local Now...?? Tomorrow

RETAILERS ON:

TOP NATURAL AND

ETHICAL CLAIMS



MANUFACTURERS ON: TOP NATURAL AND ETHICAL CLAIMS



DISTRIBUTORS ON:



Appeal of Local Food

- Offers greater transparency and trust
- Is fresher and more seasonal
- Tastes good
- Supports the local economy and community

The Why Behind the Buy

- **Innovative and exciting attributes appeal to specialty food consumers, but taste is consistently the No. 1 reason for trying a new product, cited by 65% of survey respondents.**
- **62% noted they like to try new things. Impulse and referral from friends and family also play a sizeable role in new product trial.**
- **42% reported that they try new items as a means of eating more natural and healthy foods free of artificial ingredients and preservatives**
- **19% choose foods because they are organic, free of genetically modified organisms, or better for the environment.**

SEGMENTATION/ TARGET MARKETS

- Consumers are not all the same
- They differ regarding:
 - buying practices
 - wants
 - purchasing power
- Use segmentation to identify characteristics of consumers intended to buy your products

SEGMENTATION/ TARGET MARKETS

- Variables commonly used to categorize consumer differences to focus marketing activities
 - geographic
 - demographic
 - Boomers, Gen X, Millennials
 - psychographic--based on attitudes & activities
 - STATUS SEEKERS, LOHAS (Lifestyles of Health & Sustainability) and NATURALITES (zealous about personal health)

Demographics

18 to 24
year olds

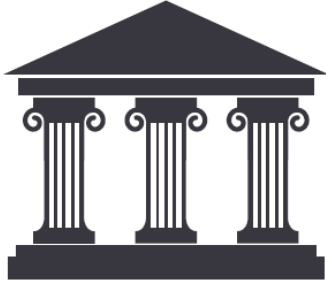
are the most likely users
of chocolate, salty snacks,
frozen desserts, and other
packaged, ready-to-eat
food and beverages

Demographics

35 to 44
year olds

use specialty foods for shortcuts (cooking sauces, baking mixes) and are a target audience for gourmet beverages of all kinds (alcoholic and nonalcoholic)

Specialty Food Consumers



78% enjoy visiting museums

68% enjoy going to the theater, symphony, or other performing arts



51% go to the movies at least once per month



70% are politically active and vote regularly



71% exercise on a regular basis



Four in five specialty food consumers consider themselves knowledgeable about food



Two in three enjoy having parties for friends and family



Three in four have visited a farmers market

The majority of specialty food consumers feels confident about food, is willing to shop for it, often at the source, and shares a love of food with others. Consumers ages 25-34 particularly enjoy entertaining and indicate they do so on a regular basis.

84%

say better-quality foods are worth paying more for

82%

read nutrition labels on foods and beverages most/all of the time

75%

say they are always looking for new ingredients to use in recipes

SEGMENTATION/ TARGET MARKETS

- LesserEvil products target the healthy, gourmet food shopper:
 - 70 million adults are “looking for healthy alternatives”
 - They are higher income, well-educated & older (35+)
 - They still demand good tasting products
 - 46% said they “rarely give up good taste for health issues”



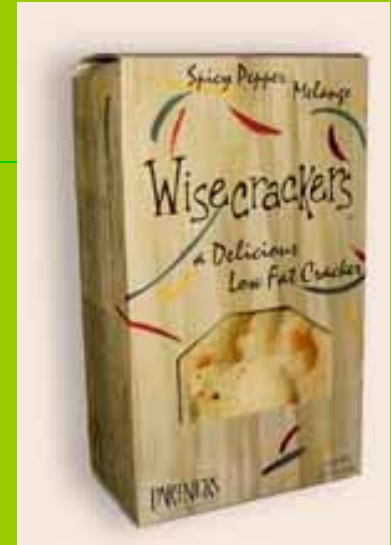
4Ps OF THE MARKETING MIX

- PRODUCT
- PRICE
- PLACE
- PROMOTION

PLUS POSITIONING

PRODUCT

- features, such as
 - cooks in 5 minutes
 - FAIR TRADE
 - gluten-free
- product name
 - Standard of identity
 - Marketability
- brand name—trademarking
<http://tmsearch.uspto.gov>
- packaging--your ultimate tool



PRICE

- List price
- Wholesaler & retailer margins
- Promotional pricing
 - intro allowances (15-25%)
 - on deal
- Payment period
- Sell sheets

SELL SHEETS



FALL IN LOVE WITH FLATBREAD

100% NATURAL flatbread: soft, thin and ready for wrapping.

- NON-GMO
- LOW FAT
- CHOLESTEROL FREE
- LOW SODIUM
- NO ADDED SUGAR
- VEGAN

TRADITIONAL



WHOLE GRAIN



SPINACH



OLIVE OIL & GARLIC



Crafted with care at a family owned & operated bakery.

www.californialavash.com



LAVASH Product Info

Shelf Life: 6 months frozen (shipped frozen), 7 days once thawed
Allergen Info: Contains wheat
Product of: USA

TRADITIONAL LAVASH



5 sheets per bag
10 oz per bag
14 bags per case

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 1g		2%	Total Carb. 27g		9%
Sat. Fat 0g		0%	Fiber 2g		8%
Trans Fat 0g			Sugars 1g		
Calories 140			Cholest. 0mg		0%
Fat Cal. 10			Sodium 140mg		6%
			Protein 5g		
*Percent Daily Values (DV) are based on a 2,000 calorie diet.					
Vitamin A 0% • Vitamin C 0% • Calcium 0% • Iron 6%					

Unbleached Wheat Flour, Filtered Water, Oat Fiber, Citric Acid, Yeast, Sea Salt, Baking Soda, Cultured Wheat.

WHOLE GRAIN LAVASH



5 sheets per bag
10 oz per bag
14 bags per case

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 1g		2%	Total Carb. 27g		9%
Sat. Fat 0g		0%	Fiber 3g		12%
Trans Fat 0g			Sugars 1g		
Calories 140			Cholest. 0mg		0%
Fat Cal. 10			Sodium 90mg		4%
			Protein 6g		
*Percent Daily Values (DV) are based on a 2,000 calorie diet.					
Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 10%					

Whole Wheat Flour, Unbleached Wheat Flour, Filtered Water, Oat Fiber, Citric Acid, Yeast, Sea Salt, Baking Soda, Cultured Wheat.

SPINACH LAVASH



5 sheets per bag
10 oz per bag
14 bags per case

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 1g		2%	Total Carb. 27g		9%
Sat. Fat 0g		0%	Fiber 2g		8%
Trans Fat 0g			Sugars 1g		
Calories 140			Cholest. 0mg		0%
Fat Cal. 10			Sodium 140mg		6%
			Protein 5g		
*Percent Daily Values (DV) are based on a 2,000 calorie diet.					
Vitamin A 0% • Vitamin C 0% • Calcium 8% • Iron 8%					

Unbleached Wheat Flour, Filtered Water, Spinach Powder, Oat Fiber, Citric Acid, Yeast, Sea Salt, Baking Soda, Cultured Wheat.

OLIVE OIL & GARLIC LAVASH



3 sheets per bag
9 oz per bag
14 bags per case

Nutrition Facts		Amount/Serving	%DV*	Amount/Serving	%DV*
Total Fat 3g		4%	Total Carb. 22g		7%
Sat. Fat 0g		0%	Fiber 2g		8%
Trans Fat 0g			Sugars 1g		
Calories 130			Cholest. 0mg		0%
Fat Cal. 25			Sodium 80mg		3%
			Protein 5g		
*Percent Daily Values (DV) are based on a 2,000 calorie diet.					
Vitamin A 0% • Vitamin C 0% • Calcium 4% • Iron 10%					

Unbleached Wheat Flour, Filtered Water, Whole Wheat Flour, Olive Oil, Canola Oil, Citric Acid, Sea Salt, Baking Soda, Yeast, Cultured Wheat, Garlic Powder.

Gilroy, CA | (800) 634-5502 | www.californialavash.com



**HOTLIPS****REAL FRUIT SODA**1 case soda - 12 bottles - 16 lb
140 cs/pallet, 70" high w/pallet
2240 lb of soda/pallet
2275 lb total including pallet

 HOTLIPS RASPBERRY SODA	Raspberry Fruit Source: Sandy Farms, Boring, OR 	Marionberry Fruit Source: Sandy Farms, Boring, OR 	 HOTLIPS MARIONBERRY SODA
 HOTLIPS PEAR SODA	Pear No Sugar Added. 90% Juice Fruit Source: Washington State 	Lemon Fruit Source: Organic California Farmers 	 HOTLIPS LEMON SODA
 HOTLIPS GINGER ALE	Ginger Ale Fruit Source: Kauai Organic Farm, Hawaii 	Black Raspberry Fruit Source: Sandy Farms, Boring, OR 	 HOTLIPS BLACK RASPBERRY SODA

**ALL NATURAL
HANDCRAFTED**

Each deliciously refreshing bottle of HOTLIPS Soda begins with real fresh fruit picked at its peak. Cane sugar [except Pear which is all fruit], organic lemon juice and filtered sparkling water are added.

Delicately sweet, packed with true fruit flavor, flecked with real pulp and balanced with soft, smooth bubbles.

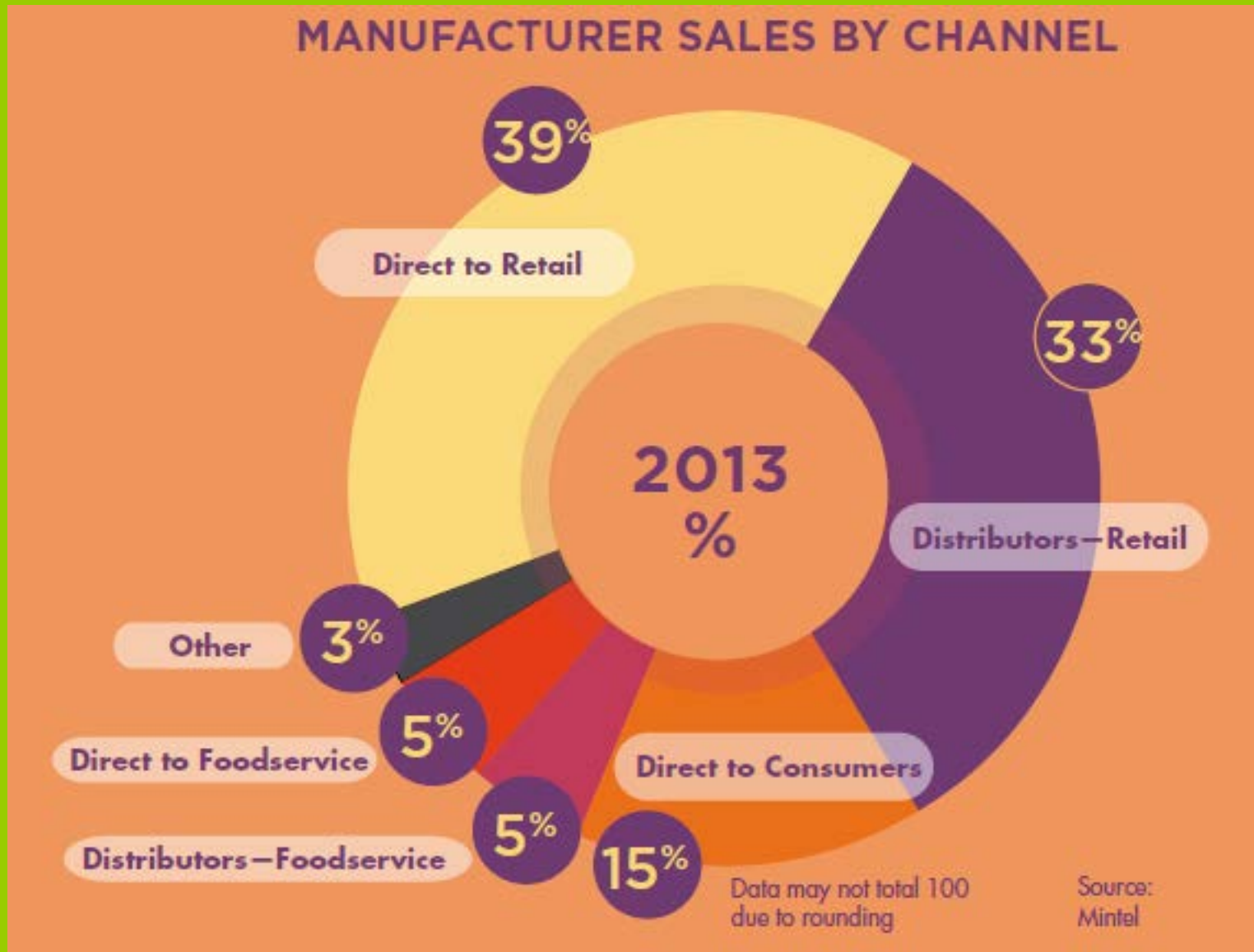
pack: 12 single bottles/case bottle: 12 oz brown heritage

PRODUCED IN OREGON, USA**HOTLIPS**
BEST NEW CARBONATED BEVERAGEHOTLIPSSODA.COM

PLACE = DISTRIBUTION

- grocery stores
- specialty/gourmet stores
- health/natural foods stores
- club stores
- restaurants & other food service establishments
- direct marketing
- ---

How are Specialty Food Sales Sold?



Public Markets



SPECIALTY FOOD

SALES BY RETAIL CHANNEL

	2014 \$ Million	% Share	Change 2012-2014
Mainstream Stores*	41,989	82.0	18.6
Specialty Food Stores	5,546	10.8	18.5
Natural Food Stores	3,697	7.2	27.7
Total	51,232	100.0	19.2

* MULO or Multi Outlet, representative of following channels: Total U.S. grocery, mass, total U.S. drug, total Walmart, dollar, military, and club. Does not include private-label sales, random weight (PLU) items, or sales through Trader Joe's or Whole Foods Market.

Source: Mintel/SPINS/IRI

PROMOTION

- website, blogs, Facebook, Twitter, Instagram, Pinterest
- demos
- public relations
- shelf talkers
- necktags, recipe cards & booklets
- Your Packaging!
- **Use various forms to tell your story**



DIGITAL TRENDS



87% of adults spend at least 2 hours online daily for reasons other than work

Online food shopping?

51% NO



49% YES



14% of specialty food consumers buy chocolate online



29% of specialty food consumers use their phone to find store coupons or restaurant discounts



12% use their phone to scan products in-store to learn about nutrition or allergens



76% of specialty food consumers use Facebook to talk/learn about food; 57% use it to connect with retailers or restaurants specifically

23% of specialty food consumers use Pinterest

66% of Pinterest users use it to connect with restaurants and retailers, the highest across all social media channels

From Specialty Food Association--Specialty Food Consumer 2014

PROMOTION

- Specialty display materials





PROMOTION

- Trade Promotion

- Trade shows-- Fancy Food Show, Natural Products Expo, Fiery Foods Show
- Trade Publications--Specialty Foods, Gourmet News, Gourmet Retailer, Natural Products Merchandiser

POSITIONING

- A theme, a message conveying meaningful **differences** that *distinguish* your product from your competition using the 4Ps
- Your positioning should be a decisionmaking tool
 - where to distribute, what product features, how to price & promote

SOME POSITIONING STRATEGIES

- Product features
 - special ingredient
 - hot
- Benefits
 - Gluten-free
 - NonGMO



POSITIONING

- specific usage occasion
 - gift
 - portable breakfast
- user category
 - men--coyote nuts, BBQ sauces
 - environmentalists
 - adults



Introducing the first soda for grown-ups

Not Too Sweet
Distinctive Flavors
100% Natural



- All natural ingredients
- Contains real juice and extracts
- Lightly sweetened with cane sugar
- 90 – 95 calories per 12oz.
- No caffeine
- Kosher



POSITIONING

- “Place Based”
 - Locally grown
 - Made in _____
 - Direct from our farm







praline
PATISSERIE
MISSION FIGS
CONFITURE
6oz / 170g

praline
PATISSERIE
VANILLA APRICOT
CONFITURE
6oz / 170g

praline
PATISSERIE
BING CHERRY
CONFITURE
6oz / 170g

DIFFERENTIATION

- Outcome of positioning
- To differentiate is “the act of making something different from that which surrounds it”
 - to get consumers to notice it
 - to convince consumers to buy it
- “Effective differentiation...can be a matter of business life and death in the specialty food world.” -
-founder of Zingerman's

THE 5 Ps

YOUR MARKETING TOOLKIT

- PRODUCT
- PRICE
- PLACE
- PROMOTION
- POSITIONING




3 PURPOSES OF PACKAGING & LABELING

- 1. functional features
- 2. information components
- 3. promotion (communication) components
 - “LAST 5 SECONDS OF ADVERTISING”

FUNCTIONAL FEATURES

- convenience
 - easy to carry, store, open, pour, reseal
- protection
 - from damage, air, light, heat, tampering
- package size
 - # of servings

INFORMATION FEATURES

- 
- Preparation instructions
 - Serving suggestions
 - New products can be “education intensive”



FULLY COOKED

READY TO EAT



EDAMAME

SOYBEANS

IN SHELL

Soy Protein
may reduce the risk of heart disease



NET WT
5.3 OZ (150g)

HIGH IN PROTEIN
CHOLESTEROL FREE

CONTAINS SOY ISOFLAVONES

For centuries, Edamame has been enjoyed as a delicious, nutrient-rich essential in Asian cuisine. Melissa's Edamame is fully cooked, ready to eat and convenient for snacking!

To Eat: Serve cold or briefly steam or microwave. Sprinkle with salt if desired and enjoy right out of the pod! Serve as an appetizer or quick snack. Use Edamame in soups, stews, stir-fries and salads. **Edamame pods are not edible. To shell:** Gently squeeze beans out of the pod. Rinse.

Edamame Salsa

- 1 1/2 cups Melissa's Edamame Soybeans, shelled
- 1/4 cup Vinaigrette Dressing (bottled)
- 1 cup Roma Tomatoes, seeded and finely diced
- 1/4 cup Red Onion, finely diced
- 1 to 2 Melissa's Jalapeño Chiles, seeded and diced
- 1 Clove Garlic, peeled and minced
- 2 tsp. Melissa's Basil, chopped
- 2 tsp. Fresh squeezed Lime juice

Mix the soybeans and vinaigrette together in a bowl. Allow to marinate overnight. Combine remaining ingredients and mix thoroughly. Makes 2 1/2 cups.

Melissa's Pacific Rim Soybean Salad

- 2 cups Melissa's Edamame Soybeans, shelled
- 1/3 cup Ginger Sesame dressing (bottled)
- 1/2 cup Melissa's Dalkon, peeled and diced
- 1 ea. Melissa's Fire Roasted Jarred Red and Green Chiles, diced

Mix the soybeans and dressing together in a bowl. Allow to marinate overnight. Combine remaining ingredients and mix thoroughly. Makes 4 to 6 servings.

Nutrition Facts

Serving Size: 2.5 oz.

Servings Per Container: about 4

Amount Per Serving

Calories 100 Calories from Fat 30

	% Daily Value*
Total Fat 3.5g	5%
Saturated Fat 0.5g	3%
Cholesterol 0mg	0%
Sodium 50mg	2%
Total Carb. 8g	3%
Dietary Fiber 4g	14%
Sugars <1g	
Protein 8g	

Vitamin A 8%	•	Vitamin C 8%
Calcium 6%	•	Iron 10%

* Percent Daily Values are based on a 2,000 calorie diet.

**1/2 Cup of Soybeans
Contain 10 grams
of Protein**

**PERISHABLE
KEEP REFRIGERATED**

TCHO

PURE DARK CHOCOLATE with extremely rich "CHOCOLATEY" notes

PureNotes™
DARK CHOCOLATE
Extremely rich and
"CHOCOLATEY"

Ghana
70% Cacao
2 oz (58 g)

PURE DARK CHOCOLATE with extremely rich "CHOCOLATEY" notes

INGREDIENTS: Cacao beans, cane sugar, cocoa butter, soy lecithin, vanilla beans.

Possible traces: nuts, milk, wheat

Nutrition Facts

Serving size 58 g
Servings: about 1

Amount Per Serving	
Calories 290	Calories from fat 200
% Daily Value*	
Total Fat 23 g	35 %
Saturated Fat 14 g	70 %
<i>Trans Fat</i> 0 g	
Cholesterol 0 mg	0 %
Sodium 0 mg	0 %
Total Carbohydrate 30 g	10 %
Dietary Fibre 6 g	25 %
Sugars 17 g	
Protein 4 g	8 %
Vitamin A 0 %	Vitamin C 0 %
Calcium 0 %	Iron 15 %

*Percent Daily Values (%) are based on a 2,000 calorie diet.

Certified Kosher DE



S067

0165

PureNotes™ FLAVOR NOTES

TCHO "CHOCOLATEY" has a rich, intensely fudge-like flavor with hints of roasted malt and caramel.

WHAT CHOCOLATE REALLY TASTES LIKE.

TCHO PureNotes™ exquisite dark chocolates are the purest expression of the cacao bean itself. As with wine, what you taste is precisely, and only, what's in the bean.

Our chocolate makers search the world for the perfect beans, then "tune" them to express their peak flavors. There are no added flavorings, only pure dark chocolate.

To craft exceptional chocolate and make a better world, TCHO partners with farmers to improve cacao quality — and quality of life.

TCHO. NEW AMERICAN CHOCOLATE.

TCHO
3100 San Pablo Ave., Suite 170
Berkeley, CA 94702 USA
www.tcho.com ©2014





**TCHO INVITES YOU TO DISCOVER
THE FLAVORS OF CHOCOLATE.**

PureNotes explore the pure flavors inherent in cacao.



DARK CHOCOLATE
Extremely rich and
"CHOCOLATEY"



DARK CHOCOLATE
with subtle
"NUTTY" notes



DARK CHOCOLATE
with layers of
"FRUITY" notes



DARK CHOCOLATE
with light and
"BRIGHT" notes

DO YOU REALLY KNOW WHAT CHOCOLATE TASTES LIKE?

Dark chocolate is typically classified by percentage and/or country of origin. But this doesn't tell you what it will actually taste like.

Cacao percentage has no standard definition. A 65% bar can be 50% cacao solids and 15% cocoa butter; or 65% cacao solids with no added cocoa butter. Obviously, each bar tastes very different.

"Origin" doesn't necessarily tell you about flavor, either. Within a single country, different regions grow different genetic varieties of cacao, in different climates and soils — each can greatly affect flavor. An Ecuador chocolate from one region can have nutty flavor notes, and from another, floral flavor notes.

ONLY THE PURE FLAVORS OF CHOCOLATE.

We developed TCHO's Flavor Wheel to express the pure flavors found in cacao beans — such as "Fruity," "Citrus," and "Nutty."

We use our Flavor Wheel to search the world for just the right beans that express these flavors. Then we guide their fermentation, oversee their roasting, and work a special blend of art, science, and love to craft them into the exceptional chocolate you hold in your hands.

Needless to say, we add no flavorings to our chocolate. This is what chocolate really tastes like.

TCHO. NEW AMERICAN CHOCOLATE.

"Chocolate isn't just one flavor. Join us as we explore the flavors of chocolate."



Brad Kintzer
Chief Chocolate Maker

FDA's Labeling Requirements

www.fda.gov/FoodLabelingGuide

- Statement of Identity/name of food
 - Jam vs Fruit Spread
- Ingredients statement
- Net weight statement
- Name & address of manufacturer, packer or distributor
 - Street address required if firm name & address not listed in current city directory or phone book



List FDA's 8 Most Common Food Allergens e.g. "Contains Wheat and Soy"

- Milk
- Eggs
- Fish (e.g., bass, flounder, cod)
- Crustacean shellfish (e.g. crab, lobster)
- Tree nuts (e.g., almonds, walnuts, pecans)
- Peanuts
- Wheat
- Soybeans

Nutrition Facts

Serv Size: 1 Tbsp (18g), Servings
Per Container: 12
Amount Per Serving: **Calories**
100, **Total Fat** 2.5g (4%
DV), **Sat Fat** 1.5g (8% DV),
Sodium
10mg (1% DV), **Total Carb.** 11g
(2% DV), **Sugars** 10g, **Protein** 0g,
Vitamin A 2%, **Iron** 2%, Percent
Daily Values (DV) are based on a
diet of 2,000 calorie diet.



Refrigeration not required.

Made in a facility that also processes
nuts, soy, and wheat.
ALLERGEN WARNING: Contains MILK.

This artisan
with apples
to strike the
between sweet
especially with
pineapple.
www.praline.com
Handcrafted
in San Diego, CA
INGREDIENTS
PURE CANE SUGAR
TAPIOCA STARCH
SMOKED SEA SALT

FDA's Nutrition Facts Labeling Requirements

- **Exempt** from filing notice with FDA, and from Nutrition Facts labeling for **any** product with annual sales less than **10,000** units if:
 - company has fewer than 10 FTE employees; **and**
 - no nutrient content claim, health claim, or other nutrition information is provided on the label, or in labeling or advertising

NEW LABEL / WHAT'S DIFFERENT

Servings:
larger,
bolder type

Nutrition Facts

8 servings per container
Serving size **2/3 cup (55g)**

Amount per serving
Calories 230

% Daily Value*

Total Fat 8g **10%**

Saturated Fat 1g **5%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 160mg **7%**

Total Carbohydrate 37g **13%**

Dietary Fiber 4g **14%**

Total Sugars 12g

Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%

Calcium 260mg 20%

Iron 8mg 45%

Potassium 235mg 6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Serving sizes
updated

Calories:
larger type

Updated
daily
values

Actual
amounts
declared

New
footnote

New:
added sugars

Change
in nutrients
required



Barcodes



■ UPC/Barcodes

- Company prefix + item codes 12-digits
- GS1 US, Dayton, Ohio 937 435 3870
 - One-time fee begins at \$250, plus annual renewal fees starting at \$50
 - <http://www.gs1us.org/get-started/im-new-to-gs1-us>
- Considerably cheaper ones available from:
<https://speedybarcodes.com/> or search for something like "Barcodes for Food Products"

USDA Organic

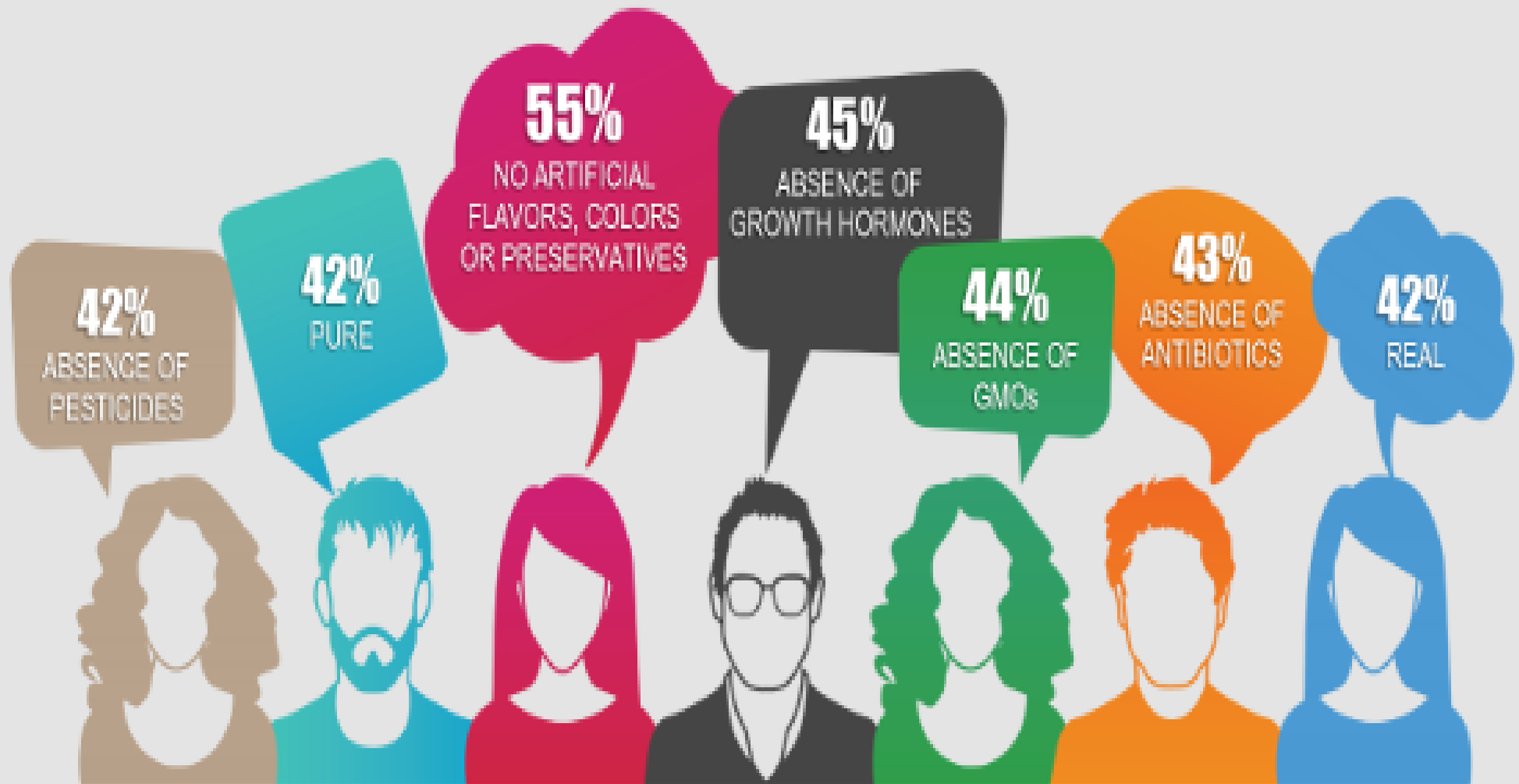


- Multi-ingredient products that contain (by weight or fluid volume, excluding water and salt) at least 95% organic ingredients can use the USDA organic seal
- Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be used in any of the ingredients used in a product with the USDA organic seal

FDA sought input on “Natural” label

- FDA accepted comments through May 10 on whether it's appropriate to define what *natural* means, how it should be defined and how it should be use on food labels
- Consumer groups have filed lawsuits against manufacturers over use of term “*all natural*” and have had some successful settlements
 - Kellogg no longer using “All Natural and “Nothing Artificial’ on certain Kashi cereal products
 - Pepsi dropped “*all natural*” from Naked Juices

WHAT "NATURAL" MEANS: THE CONSUMER PERSPECTIVE



SOURCE: ORGANIC & NATURAL 2014 REPORT, THE HARTMAN GROUP

INFORMATION FEATURES

- Viewability
 - Does the consumer need to see the product?



PROMOTIONAL COMPONENTS

- Your package is often the first salesperson
- Packaging generates awareness & brand recognition
 - distinguish from competition
 - entice trial

Always Apricot

A Red Duet

Nutrition Facts	
Serving Size (20g) Serving Per Container	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 2%
Calcium 0%	Iron 0%



Click image to enlarge

79% Cooked down California
Apricots
~ tangy

Nutrition Facts	
Serving Size (20g) Serving Per Container	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 10%
Calcium 0%	Iron 0%



Click image to enlarge

78% Cooked down Strawberries
mixed with seedless Raspberry Puree
~ lovely

Berry Blue

Fig Pizzazz

Nutrition Facts	
Serving Size (20g) Serving Per Container	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%



Nutrition Facts	
Serving Size (20g) Serving Per Container	
Amount Per Serving	
Calories 20	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 7g	2%
Dietary Fiber 0g	0%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 2%
Calcium 0%	Iron 0%



IMAGE DESIGN ELEMENTS



- SIZE

- SHAPE

- COLOR

- MATERIALS

- FONT

- GRAPHICS

- COPY

COLOR

- CONSIDER INTERACTION BETWEEN
 - LABEL & PRODUCT
 - LABEL, LID, NECKBAND



MATERIALS



- Consider unique materials—"outside of the box"
- But don't forget about display ability



FONTS

- Bold sans serif = strength
- Serif = high quality
- Script = elegant, feminine
- Fun Funk = fun, funky

SCRIPT

SCRIPT

SCRIPT

SCRIPT



GRAPHICS



COPY



- Copy elements

- Tell your story

- unique qualities—best ingredients, organic, locally grown, family made, regional specialty, ethnic, special process

- Choose your words carefully

This artisan caramel is infused
with applewood smoked sea salt
to strike the perfect balance
between sweet and savory. Pairs
especially well with grilled
pineapple.

www.pralinepatisserie.com

Handcrafted with love
in San Diego, CA 92113

INGREDIENTS

PURE CANE SUGAR, CREAM (milk, carrageenan)
TAPIOCA SYRUP, BUTTER (milk), APPLEWOOD
SMOKED SEA SALT.

Maintain Family Image



Packaging Considerations

- Make sure that all elements are consistent with positioning
- A graphic designer is an investment you can't afford **not** to make
- High printing volumes can reduce unit costs, but start small at the beginning

4 Rules For Package Design

- 1. You have to design a package that will first make somebody notice it
- 2. You have to have them touch it
- 3. Make sure the product performs
 - if the packaging oversold, they won't fall for that one again
- 4. Your packaging may be your first & only salesperson